

MARKETING GUIDELINES

Introduction

The guidelines below are applicable to all marketing materials and communications that are produced by any Affiliates/Introducers. Please ensure the marketing materials always adhere to the following guidelines.

Marketing materials include websites, advertisements, banners, flyers, articles, brochures, newspapers, magazines, social media posts etc.

The Affiliate/Introducer shall under no circumstances present itself as being operated and/or representing and/or being the agent and/or employee of INFINOX. The relationship between INFINOX and the Affiliate/Introducer shall be that of independent parties. To that extent, it shall not use the INFINOX name in a way as to give the public and/or any regulator the impression of the above. The Affiliate/Introducer shall refrain from using INFINOX's name in communication with potential clients, such as in email communication in a way that appears that the communication is being sent by INFINOX and/or on behalf of INFINOX.

Should INFINOX find the Affiliate/Introducer to be in breach of any of these Guidelines, we may terminate your Affiliate/Introducing Broker Agreement and withhold any further payments of commission.

Solicitation of Retail Clients

INFINOX (and any Introducers or third parties it uses) must not use marketing activities to incentivise CFD trading or actively solicit clients. Solicitation occurs when a consumer does not make their own determination whether to open an account with a firm. In this regard, we need to differentiate between what is classed as passive marketing as opposed to active marketing.

Passive Marketing

Passive marketing is marketing and promotional tools used to help explain what INFINOX's service or product is to potential clients. Anything that is created, branded for the company and put on display for the world to stumble across is passive marketing. This is not solicitation.

Active Marketing

Active marketing targets specific client types or has a promotional aspect to it and may contain an 'invitation' or 'inducement'. This would be regarded as solicitation.

You must not use statements such as 'no experience needed', 'you do not need any experience or understanding in order to be successful and trade profitably' or any similar language.

Regulated Advice

INFINOX does not have the regulatory license to provide advice to investors.

What is considered as regulated advice

- Making a personal recommendation either upon the request of the client or at the initiative of the Affiliate/Introducer, which relates to:
 - specific financial instruments;
 - the merits/benefits of buying or selling the specific financial instruments

What is not considered as regulated advice

- General information about trading the foreign exchange sector;
- Informing the clients about INFINOX's online trading platform;
- General information on trading terminology;
- Information provided does not relate to a specific financial instrument or specific forex instrument;
- An opinion about the forex market, current state of the market or asset class that is already in the public domain.

Providing Guarantees and highlighting risks

Trading CFDs does not always result in profits and the majority of clients lose money when trading these products, therefore no profits can be guaranteed. Do not imply that trading can be a way of guaranteed returns and do not guarantee that no losses shall be incurred by the potential clients. You should also not guarantee that you are able to assist clients who have suffered losses in recovering losing positions.

You should always notify the potential client of the risks associated with the services offered.

Regulatory checklist for Marketing Materials

The material must be Fair Clear and Not Misleading

There is a balance between the risks and the benefits of the product.

The material does not describe a feature of a product or service as “*guaranteed*”, “*protected*” or “*secure*”, or use a similar term.

The material does not create unrealistic impressions of the product, for example: “*You can get 100% return on your investment*”, or “*trading Forex is simple and easy*” or “*trading Forex will make you rich*” or any similar term/phrase.

There is an appropriate and fit for purpose risk warning.

There is a suitable risk warning such as: “*Trading leveraged derivative financial products such as Foreign Exchange (Forex) and Contracts for Difference (CFDs) is complex and high risk and may not be suitable or appropriate for all investors. The effect of leverage is that both gains and losses are magnified, your capital is at risk and you may lose all your deposited funds. You should seek independent professional financial advice if you do not understand the risks involved.*”

The risk warning should state that “*your capital is at risk*” or a similar term/phrase.

The risk warning should state that “*you may be required to make further payments to keep your position open*” or a similar term/phrase.

The risk warning should state that *“due to the effect of leverage, both gains and losses are magnified”* or a similar term/phrase.

Where the risk warning is INFINOX specific, the following risk warning should be used: *CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage.*

*** % of retail investor accounts lose money when trading CFDs with INFINOX.*

You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

The percentage figure in the above risk warning changes quarterly and must be updated accordingly upon direction from INFINOX.

No untrue or misleading claims, statements and comments should be made. For example, does not provide misleading headline claims such as; *“Infinox is the world’s best FX broker”* or *“Infinox is the UK’s best FX broker”* or *“FCA is the most stringent regulator in the world”* or any similar term/phrase.

No financial advice or personal recommendations must be given in the marketing material.

Provision of past performance figures or statements is NOT permitted e.g. *“over the last year investors made a 30% return on their investments”*

Where fees, charges and commissions are provided, they are correct and not hidden in small print or inserted into the disclaimer.

The risk warnings clear, visible and not hidden or their importance diminished by secondary statements.

Where any externally derived data or award is provided, the source and date is provided.

There is no use of internal jargon or abbreviations that the customer may not understand.

Where claims have been made such as *“Infinox has won an award for the best forex broker 2017”*, such claims be substantiated with evidence.

The marketing material is clearly identifiable as a financial promotion and is not disguised as or may not be mistaken for something else. For example, this can be achieved by the addition of the following statement *“this is a promotional material”*?

DO NOT USE:

- ‘easy’ or ‘simple’ in relation to trading;
- ‘secure trading’, providing traders with the ability to trade safely’;
- ‘use your spare time to earn money’, ‘you can become a profitable trader’; ‘profit anytime and anywhere’, ‘more income’, ‘risk free trading’, or pictures of money; expensive cars; wealth.

DO USE:

- ‘Easy’ in relation to the platform usage and tools;
- ‘Security’ if you refer to the IT security of INFINOX systems or trading platforms;
- ‘Risk free’ if you refer to a demo account only

Monitoring

INFINOX will monitor all websites and social media platforms of Introducers on an on-going basis to ensure compliance with these guidelines. You may therefore be contacted at any time by your Relationship Manager to amend and/or remove material as INFINOX deem appropriate. If that is the case, you must comply within 24 hours. If you face any issues with the timely compliance, this should be immediately communicated to your Relationship Manager who will ensure to communicate this to the Compliance Department for extension of the timeframe.

Summary of Communications and Marketing Guidelines

Marketing communication must:

- Be accurate, fair, clear and not misleading;
 - Not guarantee or promise profits or guarantee against losses;
 - Present opportunities and risks in a balanced manner;
 - Not use absolute or qualified statements;
 - Ensure information is sufficient for and is presented so that it is likely to be understood by the average member of the public to whom the information is directed, or the person likely to receive the information;
 - Not disguise, diminish or obscure important items, statements or warnings;
 - Not “glamorise” trading by using pictures of excessive wealth or money;
 - Not use the INFINOX brand as a selling point.
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Parties Signature

IN WITNESS WHEREOF, the parties have each caused this Agreement to be executed by their duly authorised representatives as of the date first written above.

INFINOX Authorised Signatories

.....
SIGNATURE

.....
PRINT NAME

.....
DATE

Affiliate/Introducer Broker – Authorized Signatory

I confirm I have read the Marketing Guidelines and will conduct my business under the Affiliate/Introducing Broker Agreement with INFINOX in line with the Agreement and supplementary Guidelines.

.....
SIGNATURE

.....
PRINT NAME

.....
Business Address

.....
DATE