

**MEDIA RELEASE**

**CMC Markets is most used by ‘High Value CFD Clients’**

**(holding 31% share of primary relationships, up 9% pts)**

* ***CMC Markets High Value Clients receive $13 million trader rebates***

**SYDNEY, 20 October, 2015:** The Investment Trends June 2015 Australia CFD Report, released today, highlights cutting edge platform and pricing helped CMC Markets gain ground among high value clients to become the leading CFD provider in this segment.

In the 12 months to June 2015, CMC Markets has gained 9% pts of the high value client (HVC) segment from its competitors to hold a 31% share of primary relationships with this demanding set of traders.

Matthew Lewis, Head of CMC Markets Asia Pacific said, “I believe we have seen a significant number of high value clients shift to CMC Markets because we have a very clear focus of delivering to the needs of this segment and this can be seen in our market-beating rates, tight spreads and award-winning customer service”.

The new report revealed CMC Markets featured in the *top three* in 13 of 16 customer satisfaction categories and achieved the highest client satisfaction for the following categories:

* Platform features
* Research tools
* Risk management
* Charting

High Value Clients also recognised their satisfaction for CMC Markets offerings around spreads, customer service, trading ideas & strategies and ease of transferring funds.

The new report also identified a lift in CMC Markets net promoter score to 13% and, compared to a year ago, a lower rate of attrition due to switching.

CMC Markets rewards high value clients for trading and in the financial year 2014-2015, the company provided $13 million in rebates to eligible clients who trade in high volume.

Matthew Lewis said, “Customer service is a priority and strength of CMC Markets we have built our business and service offering around delivering what our diverse range of clients need, which has had proven results in achieving growth in key segments such as with high value clients”.

This sentiment was underpinned by the Australian Business Awards, which recognised CMC Markets as an ABA100 Winner for Service Excellence in 2015.

The Investment Trends report also revealed the market is seeing further consolidation, and CMC Markets gained a further 2% pts in primary market share, to own nearly a fifth of primary relationships with Australian CFD traders.

Mr Lewis added, “I believe this further increase in primary market share can be attributed to CMC Markets client-centric culture, in which we use customer feedback to inform and drive innovation across our platform, product and education services”.

CMC Markets is renowned for investing heavily in its Next Generation online trading platform and mobile app.

The new CFD report reveals mobile trading continues to grow with 75% of CFD traders (and 80% HVCs) using their mobile device in relation to trading. CMC Markets’ mobile platform continues to grow in popularity with 80% in client adoption and the app receiving one of the highest satisfaction ratings at a 72% composite satisfaction score.

Lewis said, “On a global basis we are seeing approximately one million trades a month through our mobile platform and presently 50% of all CMC Markets trades were done via mobile CMC Markets”.

Following a volatile year in the financial markets, the new report reveals that Australian traders are becoming more vigilant about the segregation of client funds.

CMC Markets co-founded the CFD & FX Forum, and forum member Matthew Lewis said, “It’s my belief that currently, Australian Client Money rules do not go far enough and the legislation needs to be updated and improved”.

“It is pleasing to see that a growing league of Australian CFD traders recognise the urgent need to segregate client money to allow them the same legal protections that all other Australian investors enjoy,” added Lewis.

More information about the CFD & FX Forum can be found [here](http://www.cmcmarkets.com.au/en/what-australian-cfd-and-fx-forum).

Ends.

**About The Investment Trends June 2015 Australia CFD Report**

The Investment Trends June 2015 Australia Contracts for Difference Report is based on a detailed online survey of more than 15,000 online investors and traders conducted between 28 April and 7 June 2015.

**About CMC Markets**

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and trading tools including CFDs, FX, shares, options, listed managed investments, warrants and interest rate securities. In 2007 CMC Markets launched its broking service, CMC Markets Stockbroking, which is now one of the few remaining non-bank aligned, online stockbrokers in Australia. Please see our website for more information [www.cmcmarkets.com.au](http://www.cmcmarkets.com.au)

**Media enquiries:**

For more information please contact Jacqueline Dearle, ANZ PR Manager on +61 2 8221 2124 or [j.dearle@cmcmarkets.com](mailto:j.dearle@cmcmarkets.com)