

CMC Markets launches new 'Invest' share trading brand

- CMC Markets Stockbroking rebrands as CMC Markets Invest
- New digital application launched in conjunction with rebrand to support trading on-the-go for iPad and tablet

13 September 2021 - CMC Markets (www.cmcmarkets.com), Australia's second largest retail stockbroker, has rebranded its stockbroking platform to CMC Markets Invest, reflecting a new era of share trading as a new generation of investors reshapes the industry.

CMC Markets' ongoing investment in technology and digital transformation to bring cutting edge innovation to their traders and the wider sector led to the rebrand. It comes as the Australian share trading market has grown by more than 14% from December 2020 to approximately 1.43 million unique individual online traders¹.

Catherine Gallagher, Head of Commercial CMC Markets Asia-Pacific and Canada, said: "Our rebrand to CMC Markets Invest reflects the changes we have witnessed over the past few years, with Aussies of all ages showing a keen appetite for trading and investing across their favourite brands both in Australia and in overseas markets.

"Above all, people are looking for simplicity, transparency, choice, knowledge and a great tech experience. They want a partner to share expertise and empower them to make smart investment decisions and build a successful financial future. This has been our focus for more than 30 years, and with our rebrand we are looking forward to supporting even more Australians on their trading journey."

CMC Markets Invest was launched to market with an integrated 'Think. Invest.' campaign rolling out across website, social, and above and below line creative including large format out-of-home and street furniture, podcast sponsorships, and digital creative alongside a streamlined client onboarding process to seamlessly integrate with the platform updates and new mobile offering.

The rebrand compliments the new CMC Markets Invest platforms that were launched to market earlier this year. The new mobile and tablet applications provide traders with access to vital information, including charting, course of sale data, and support.

Charl Laubscher, Creative Director/Founder of Love & Money, said: "Unfettered access is the standard promise made by the league of disruptive new players entering the market. With generations of success at the leading edge of the investment landscape, CMC Markets is in prime position to step into a role as a leader in this next iteration of the markets. The new brand is designed to couple ease of access with a track record of reliability and customer support. Helping people to think twice about not just what they're investing in, but who they're investing with."

To learn more and start shaping your future, visit [here](#).

¹ Investment Trends H1 2021

About CMC Markets

CMC Markets plc. (CMCX), was established in 1989 and through regulated offices and branches in 15 countries are now one of the world's leading independent financial services providers. CMC Markets is now the second largest retail stockbroker in Australia*. Through our award-winning, online and mobile trading platforms, we enable clients to trade over 10,000 financial instruments, including contracts for difference (CFDs), foreign currencies (FX), Binaries and Countdowns, electronically traded funds (ETFs), shares, mFunds (unlisted managed funds), options, listed managed investments, warrants and interest rate securities. Please see our website for more information www.cmcmarkets.com.au

*As reported by IRESS, in terms of total value of trades executed by both CMC Markets and ANZ Share Investing.

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