

CMC MARKETS WHITE
FOR INSTITUTIONS LABEL

A superior partnership

Open up new opportunities for your brand
with our market-leading technology

Over 25 years of trading excellence

Our white label technology and liquidity give banks, brokers, funds and trading desks the best of both worlds. Not only can you easily plug in to tier-one liquidity, but also you have the peace of mind that your trading counterparty is an experienced market participant and LSE listed company.

Ultimately, by combining your brand and our technology, we can create a solution that will give your clients an award-winning trading experience and increase your revenue.



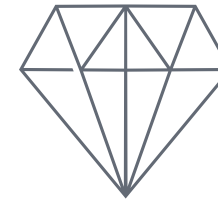
Multi award-winning

Won over 50 awards in the last two years alone for our service and technology.



Global reach

Head-quartered in London with 14 offices around the world and over 57,000 clients.



Highly experienced

Over 20 years' institutional experience with existing partnerships in more than 20 countries.



Stability you can trust

Listed on the London Stock Exchange and regulated in multiple jurisdictions.

A market counterparty approach

We give you total control over your clients. Our solution means that you retain 100% ownership of the client and any prospect information. We simply treat your business as one large capital counterparty.



Entire front-to-back system hosted by CMC: trading, risk control, back office & reporting.

Performance without the IT burden

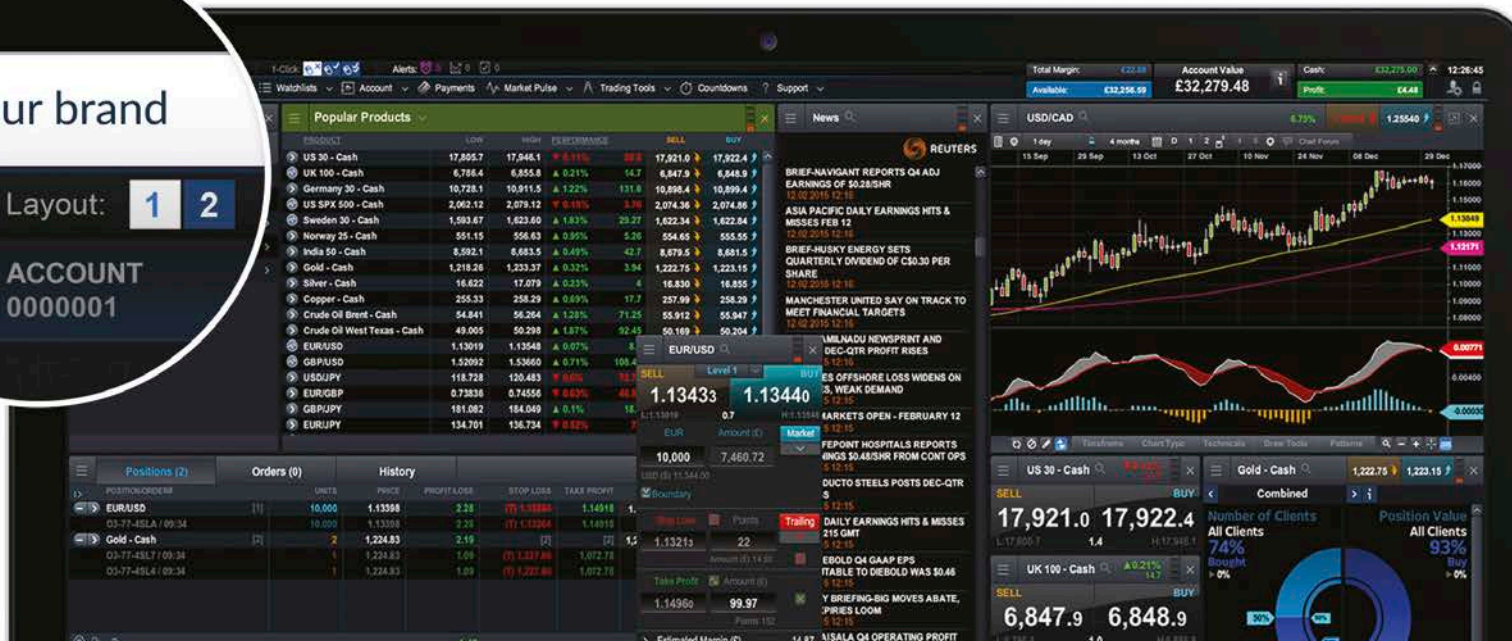
Our white label solution is solely designed so that businesses regulated to hold client funds can provide a seamless solution for their customers when they trade.

Using your own name and branding, our systems will provide your client base with the ultimate trading platform. We'll host and manage your IT infrastructure, enabling you to grow your business and increase revenue without putting a strain on your resources. What's more, you retain full client ownership with no disclosure.

Your brand

Layout: 1 2

ACCOUNT
000001



Global market access

Trade as many as 10,000 instruments worldwide via CFDs, FX and binaries.

Fully automated rebate processing

After a trade has been executed, rebates are applied to the account in near real time.

Competitive and reliable pricing

Visible market price depth across all products and 100% automated execution.

Customisable commissions & spreads

Build your charging structure to suit your business.

Professional multi award-winning platform and apps

Give your clients advanced trading tools and professional order types, alongside mobile apps designed specifically to make the most of each operating system.

Develop and manage your business in real-time

Benefit from customisable reporting including client acquisition, position and revenue breakdowns.

Scalable on-boarding and admin tools

Take advantage of our client demo account environment, and easy to use admin tools to manage your client on-boarding and fund transfers.

Bespoke platform

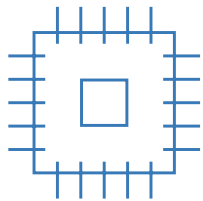
Alter the layout according to the needs and language of your local market.

Rapid time to market

Achieve operational integration in just a few weeks.

A seamless experience from start to finish

When you partner with us, you benefit from not only a market-leading technology that comes with full hosting and IT services, but also a provider with the financial resources to deliver flexible account structures and funding.



Robust

Our systems can handle over 1 million prices per second and we routinely process over 4 million trades a month, with an average trade execution time of 10 milliseconds.



Stable

Our strong failover capabilities give you high levels of availability and reliability worldwide, with uptime levels of 99.9%, and the ability to handle daily volumes of over 800,000 trades.



Secure

Our approach makes it easy to ensure that the right members of your team have exactly the right level of permissions to achieve their goals without compromising security.

Broker journey

Set-up

- Review business model – Strategic Objectives
- Agree commercials
- Legal contract
- Platform set-up and branding
- IT hosting – CMC
- Marketing collateral and launch

Client recruitment

- Client demo system
- CRM data capture
- Client conversion
- Client live account creation

Trading

- Broker platform access
- Position monitoring – self-trading clients
- Trade on behalf of clients
- Trade allocation tool available

Back office

- Account funding controls
- Client and employee administration
- Desk structure
- Rebate and revenue analysis in real-time at the instrument & client level

Risk control

- Pre-trade risk checks
- Margin set up
- Exposure monitoring
- Custom liquidation
- Manage client profiles

Reporting

- End-of-day extracts
- Flexible delivery & format
- EMIR and regulatory reporting
- Market data solutions

Client journey

Joining

- Demo account experience
- Decision to join
- Smooth online on-boarding process

Trading

- Award-winning contemporary trading experience
- Global market access
- Professional charting, tools, order settings & news
- 100% automated execution

Risk control

- Margin calls
- Flexible liquidation control
- Easy position and margin monitoring

Reporting

- Daily and monthly statements
- Data export function

Dedicated support

Ongoing support from implementation to product and platform training, service and support. CMC Markets enables White Labels to get to market quickly and efficiently and provides continuous post-launch support to help them grow their business.

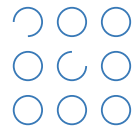
The complete trading solution for your clients





Web platform

- Innovative trading tools
- Multiple layouts
- Pattern recognition scanner
- 1-Click trading available



Asset classes

- Forex
- Shares
- Commodities
- Indices
- Treasuries
- Binaries



Control

- Easy-to-use order boundaries
- Tiered margin rates
- Set bespoke close-out levels



News and opinion

- Optional market-leading newsfeeds
- Market calendar
- Client sentiment tool



Mobile – iPhone, iPad and Android*

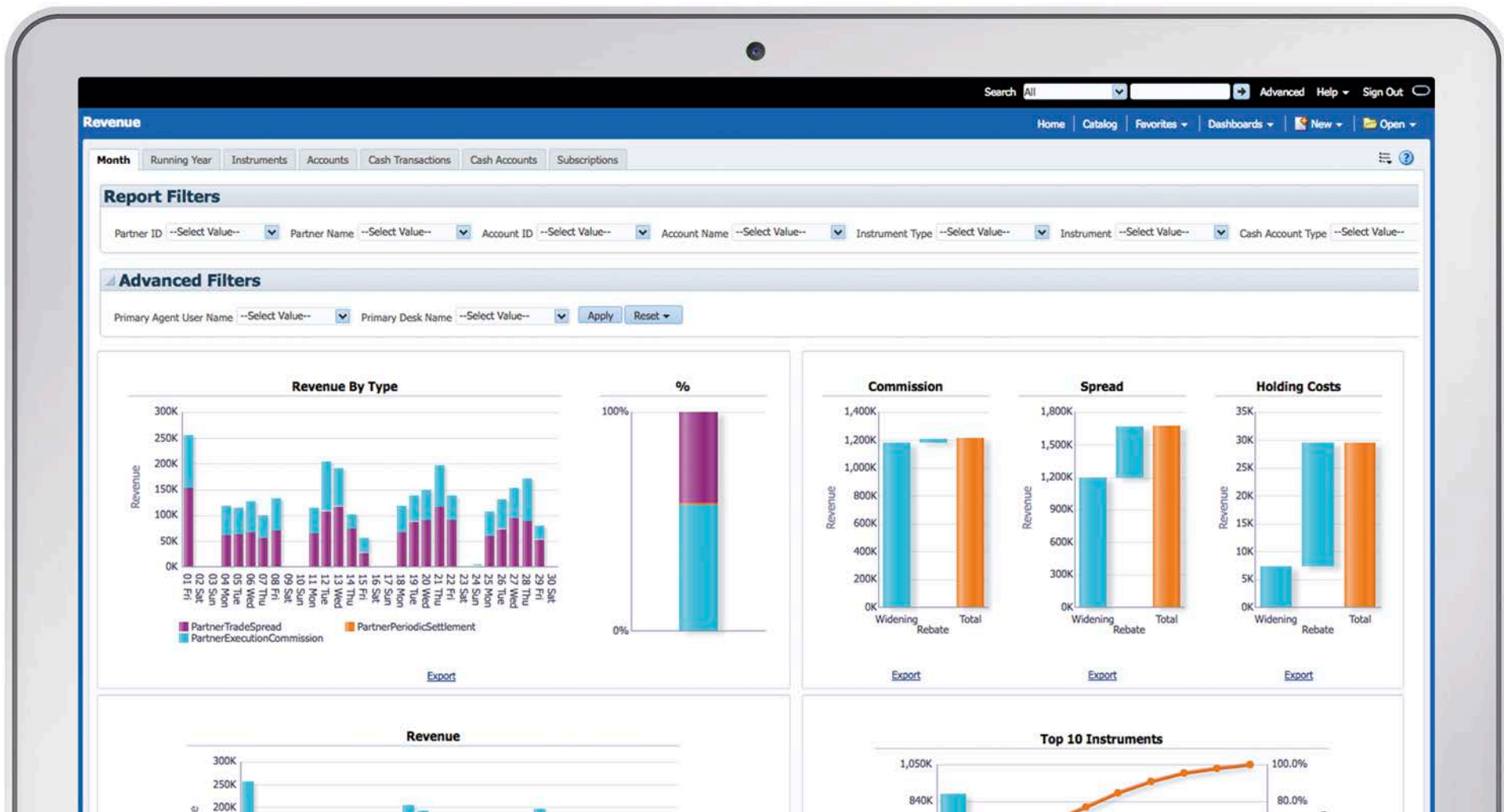
- Advanced order tickets
- Intelligent watchlists
- Push price alerts
- Enhanced product search
- Individual instrument overview
- Customisable home screen
- Mobile charting
- Over 35 technical indicators and drawing tools



Charts

- Over 80 technical indicator and drawing tools
- Module linking
- Mobile charting
- Trade directly from charts

Broker tools designed for total control



Nucleus – broker admin portal

At the heart of our solution is a fully functional admin portal that lets you configure your set up precisely how you want it.

Desk structure

If you operate across borders and business segments, you can set up individual desks so that your trading services adhere to the different regulations and requirements.

Each desk can be set up with its own management and admin structure, and handled within a master environment.

Client creation tools

Set up and administer individual client accounts without having to contact us to make changes or alter settings.

Client funding

You can deposit funds directly with us and allocate them across any number of your accounts.

Trade splitting

Our TradeSplitter tool enables you to choose how a single block order is allocated across defined customer accounts:

Track all positions in real-time from one screen.

Use three methods of allocation:
Absolute, Per Cent or Ratio.

Add further instructions to the block order such as boundaries, stop losses and take profits.

End-of-day trading extracts

Whether it's for regulatory reporting, analysing performance or risk auditing, our automated service delivers your data when and how you want it. Files can be delivered in a number of ways and a range of formats.

Rebate mechanism

Rebates are automatically applied and reflected in a partners' real-time cash account. What's more, you can easily amend individual client rebate profiles, allowing you to quickly react to changing client trading volumes.

Partners' portal

Our real-time reporting tool enables you to quickly identify any issues or opportunities. You can easily see your revenue levels by office, desk or employee. Furthermore, you can view number of trades placed and overall asset class split.

Tailored technology, flexible terms

We've designed our commercial terms to be like our technology – competitive and customisable. We understand that every partner has their own unique requirements and that's why our cost structures come with a high degree of flexibility.

On top of this, we can provide you with additional revenue streams and the choice to have your own bespoke charges on:

Spreads • Commissions • Holding costs

Market data costs will vary depending on instruments selected and individual licensing requirements.



To find out how our white label could deliver for your brand, contact our dedicated institutional team



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CMC Markets UK plc (173730) is authorised and regulated by the Financial Conduct Authority in the United Kingdom in relation to the provision of CFDs.