



Investment Trends: CMC Markets snatches FX trading market share

CMC Markets most recognised brand among FX traders

SYDNEY, February 19, 2015: CMC Markets has seen an increasing number of active traders using its platform and is now positioned as the third most-used FX broker, up two places from last year, according to the Investment Trends November 2014 Australia Foreign Exchange Report, based on a survey of more than 11,800 traders and investors.

The Investment Trends report found CMC Markets' client retention remained strong, with the company being referenced as having one of the lowest proportions of clients at risk of switching brokers.

Matthew Lewis, head of CMC Markets Asia Pacific said, "CMC Markets' increased market share, demonstrates the company's commitment to FX traders, as we continually strive to provide even the most demanding traders with the best platform execution, liquidity and tools they need to trade successfully".

"Our goal to regain the number one position in the FX market share is gaining traction," added Lewis. "The Investment Trends FX report findings demonstrate that CMC Markets is closing the gap to IG among all FX traders, as well as in the higher value active trader segment"

Underpinning CMC Markets platform offering to FX traders is the superior customer service experience, which continues to see delivery enhancements since the relocation of the business operations and sales trader team from Singapore to Sydney in 2012.

"CMC Markets achieved a very high satisfaction rating for its mobile trading platform," says Lewis.

The Investment Trends report also found that mobile platforms are likely to be a key driver of broker selection for FX traders in the coming 12 months, with usage of mobile devices in relation to FX trading increasing to 70% in November 2014 (up from 67% the previous year).

Lewis says CMC Markets' December 2014 upgrade to its Next Generation platform across iPhone, iPad and Android™ means we are armed and ready to support the continuing shift towards mobile FX trading.



“Our investments in innovation have enabled us to provide a premium mobile trading experience through simplified menu navigation, streamlined chart functionality and improvements to platform tools and features. One of the key drivers for investing in the mobile platform was to ensure that our clients had the same access to features and functionality and overall user experience that they would on a desk top version.

“These platform features allow traders to react quickly and have the ability to immediately place and exit positions with minimal obstacles, which is highly important in today’s fast moving FX markets,” Lewis added.

In the twelve months up to January 2015, CMC Markets Group saw a 43% increase in clients trading via mobile; and the move to mobile continues unabated in Australia, which ranks third only to the Singapore and UK for mobile trading.

In addition to strong market share, the report identified CMC Markets as the most recognised brand, with surveyed traders also noting the company as a market leader.

“With a core focus on our Australian based customer service offering, upgrades to our Next Generation trading platform, and an unparalleled commitment to education through the regular content developed by our market analysts, CMC Markets is poised for strong growth in 2015,” concluded Lewis.

About The Investment Trends November 2014 Australia Foreign Exchange Report

The Investment Trends November 2014 Australia Foreign Exchange Report is based on a detailed online survey of 11,879 traders conducted between 28 October and 30 November 2014.

About CMC Markets

The CMC Markets Group, a leading independent financial services provider, offers a range of investment products and investment tools including shares, options, listed managed investments, warrants, interest rate securities and CFDs. 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.

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

¹ There is currently only a 5% pts difference in primary market shares (versus 10% pts last year) and 4% pts difference in primary market shares in the active trader (higher value) market.