

## **MEDIA RELEASE**

### **Innovation drives client satisfaction and growth in market share for CMC Markets Stockbroking**

**SYDNEY, 10 March 2016:** Innovation and value for money across CMC Markets' stockbroking platform has led to steady growth in its primary share of frequent traders and attraction of switchers, according to the Investment Trends 2015 Second Half Online Broking, released today.

In the 12 months to November 2015, CMC Markets has gained 2.4 per cent of overall market share and one per cent primary market share. Gaining 17 per cent of switchers in the market and reactivating seven per cent of dormant clients, CMC Markets is now outperforming other market players in these segments.

Andrew Rogers, Head of CMC Markets Stockbroking, said the launch of CMC Markets' Pro platform and its ongoing focus on innovation was integral to driving client satisfaction and gaining market share.

"The launch of Pro platform in October last year was amongst the most lauded by our clients, with 39 per cent citing platform improvements, most notably innovations, being useful to them.

"For frequent traders, cutting edge tools and information are essential to success. The latest Investment Trends data, as well as our own client feedback, show that our constant focus on innovation, through developments such as Pro platform, continue to meet our current clients' needs, as well as attracting new traders."

Pro platform is a fully customisable HTML5-based online share trading provider built to meet the demands of Australia's frequent trader segment. Developed by CMC Markets' global team over a period of eighteen months, the intuitive Pro platform delivers a compelling mix of best value and professional-standard features and tools – such as professional charting and technical analysis, advanced ordering types and dynamic content.

The new report from Investment Trends also highlighted that steady primary market share growth and the attraction of switchers has established CMC Markets Stockbroking as Australia's number one non-bank aligned provider, the second largest overall, and third largest within the frequent trader segment.

“Australian online brokers rank first for client loyalty among the seven markets covered by Investment Trends. In such a competitive market, our value for money, customer service excellence and education continue to attract frequent traders,” Rogers continued.

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#### **About CMC Markets**

CMC Markets plc. ([CMCX](#)), was established in 1989 and through regulated offices and branches in 14 countries is now one of the world’s leading independent financial services providers. 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. 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. Dedicated to quality, innovation and customer service, in 2015 CMC Markets was recognised as an ABA100 Winner for Service Excellence in The Australian Business Awards 2015. Please see our website for more information [www.cmcmarkets.com.au](http://www.cmcmarkets.com.au)

#### **About Investment Trends 2015 Second Half Online Broking Report**

Investment Trends has recently released its 2015 Second Half Online Broking Report, a twice yearly in-depth study of Australian online share investors’ attitudes and investing habits, based on a survey of 13,910 investors and traders, concluded in November 2015.

#### **Media enquiries:**

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