



## **MEDIA RELEASE**

### **Investment Trends: Australia's "Most Recommended" "Best Value" broker is CMC Markets**

**SYDNEY, 7 March 2017:** Set against a background of volatility events and economic concerns, CMC Markets is the "most recommended" and "best value" broker<sup>1</sup>, according to the latest Investment Trends Australia Online Broking Report.

Andy Rogers, Head of CMC Markets Stockbroking, says the current economic environment is driving investors to search for trusted providers that can offer value as well as yield.

The report shows investors only expect domestic equities to deliver capital gains of 4% in the coming 12 months, highlighting that ETFs are increasingly the go-to product for easy diversification.

"Concentration in local shares has many investors eyeing diversification into other asset classes, such as ETFs, which offer a spectrum of investment choices with the added advantage of international exposures, to spread risk and increase returns," says Rogers.

CMC Markets Stockbroking in-house research highlights that ETFs are especially popular with SMSF clients and trading volumes have seen an increase of 115% from 2014 to 2016. Additionally, ETFs now account for approximately 5% of the CMC Markets' total SMSF trading activity with the most popular ETFs providing access to currencies, such as GBP and USD; and Australian & international equities.

The Investment Trends report confirms CMC Markets retains fifth position for overall Australian market share, behind the big four banks.

For the fifth time in recent years, CMC Markets has secured the highest 'net promoter score' (NPS) in the industry demonstrating the company has the highest number of existing clients willing to positively recommend its products and services to other traders.

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<sup>1</sup> By own client ratings.



“The ‘net promoter score’ is a key barometer for customer satisfaction and regaining ‘Australia’s most recommended stockbroker’ highlights CMC Markets’ continued focus on customer service excellence and investment in innovative trading technology is paying dividends,” says Rogers.

“In particular, rewarding frequent traders is at the heart of our Frequent Trader Program, which aims to offer the best possible value, cutting edge tools and technology and service to this group. I am pleased our offering is meeting these very specific market needs,” concluded Rogers.

The new report identified the size of the Australian market remained steady at 605,000, yet saw a record number of new investors join.

Rogers says, “Significant political events such as the USA election of President Trump and his ongoing campaign messages around tax reform, deregulation and investment in infrastructure has had a significant effect on global markets. One could draw a parallel between these new market conditions and new Australian investors coming into the market to realise trading opportunities.”

### **Notes to Editors**

- Findings come from the latest Investment Trends 2016 second half Australia Online Broking Report, based on a survey of over 13,000 investors and traders.
- Since 2011 CMC Markets Stockbroking has secured CANSTAR’s national award for ‘Outstanding Value Online Share Trading’, and CANSTAR’s five star rating for each investor category (casual investor, active investor and trader), since 2014.
- 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.
- In 2016 CMC Markets Stockbroking was recognised as an ABA100 Winner in The Australian Business Awards 2016 for Business Innovation.

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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.

### **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)