

Investment Trends commends CMC Markets for “helping clients manage risk in volatile times”

Sydney, 10 March 2017 – The Australian FX market returns to growth says Investment Trends 2016 Australia Foreign Exchange Report – citing a record influx of 16,000 new FX traders seeking ‘opportunities in market movements’, and another 13,500 dormant traders reactivating in 2016.

The new report showed CMC Markets has the highest brand awareness; and has increased its primary market share to 12% to remain Australia’s second biggest FX provider.

CMC Markets also doubled its net promoter score (to 24% NPS), a key barometer for customer satisfaction and tangible evidence of how its existing clients are willing to positively recommend its products and services to other traders.

The new report showed CMC Markets placed third on the overall client satisfaction leader board; placing first in ‘charting’ and ‘platform features’; and featuring in 12 of 17 key service areas.

In the context of new market conditions, Investment Trends FX report outlined: Helping clients manage their risk is vital to keep them active in highly volatile market conditions and was instrumental to CMC Markets’ success.

Matthew Lewis, head of CMC Markets Asia Pacific said, “In an unpredictable era, FX traders value authenticity and want to trade with a safe provider that offers a superior service and product. This has never been more important considering the large influx of new FX traders to the market.

“For those making larger trades it is imperative their capital is safely held in a segregated, Australian bank account and not used for hedging or any other operational purpose”.

As a co-founding member of the [CFD & FX Forum](#) CMC Markets are pioneers for improved legislation and understands segregation of client money is a core component of trust within the trading community.

This sentiment for was underpinned in December 2016 when the Federal Government’s Minister for Revenue and Financial Services, Kelly O’Dwyer announced its commitment to [client money reforms](#), to mitigate risks for traders.

“The Investment Trends report highlights the new reforms could ‘dramatically reshape’ the industry in the coming months”, said Lewis.

“CMC Markets has segregated client money for many years and as the industry grapples with these changes our focus will be on delivering enhanced platform features on desktop and mobile, and providing a wider education program to give clients more trading insights and opportunities”.

Lewis also cited CMC Markets' continued focus on delivering customer service excellence in an era punctuated by significant volatility spikes.

"Our customer service and value proposition is at the heart of CMC Markets offering and we are resolute in driving client satisfaction to further increase market share and growth in key segments to regain the number one position in the Australian FX market," said Lewis.

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About The Investment Trends 2016 Australia Foreign Exchange Report

Based on a survey of 13,409 traders and investors conducted in November 2016, the Investment Trends 2016 Australia Foreign Exchange Report is the largest and most comprehensive independent study of the online trading market in Australia examining the attitudes and behaviour of current and next wave FX traders.

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. Please see our website for more information www.cmcmarkets.com.au

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