

MEDIA RELEASE

CMC Markets a leading FX provider for ‘high value clients’ while attracting most new traders

CMC Markets second most-used FX provider in the growing Australia market

SYDNEY, 5th April 2016: CMC Markets continues to be one of Australia’s leading [FX](#) providers in the **high value client** segment, as a result of its superior online trading platform and client-centric culture, according to the Investment Trends November 2015 Australia Foreign Exchange Report.

In the 12 months to November 2015, CMC Markets has gained six per cent of the high value client (HVC) segment from its competitors to hold a total of 17 per cent market share.

The new report also highlighted that disproportionate to competitors, CMC Markets attracted 16 per cent of new FX traders in 2015. In addition, CMC Markets markedly improved its client retention performance, in the fiercely competitive Australian market.

Gaining two per cent primary market share and 16 per cent of new FX traders, CMC Markets is now positioned as the second most-used FX provider in Australia.

The Investment Trends report cited 78 per cent of FX traders chose CMC Markets as a provider because of its innovative trading platform, followed by 72 per cent attributing customer service, price and execution. Overall, CMC Markets received a composite satisfaction score three per cent above the industry average.

Client Satisfaction

Matthew Lewis, Head of CMC Markets Asia Pacific said, “Driving client satisfaction is fundamental to our business. We are resolute in delivering to the various needs of FX traders, which is evident in our scoring, leading to CMC Markets’ increased market share and growth in key segments.

“Our objective to regain the number one position in FX market share is gaining traction. CMC Markets is now the second most-used provider in Australia, demonstrating continued momentum to reach this goal with 62 per cent of the market recognising the CMC Markets brand.”

The report revealed CMC Markets continues to have lower attrition (high client retention) at four per cent relative to primary market share.

“As traders become ever more informed and sophisticated it’s crucial that our customer service and value proposition is at the heart of CMC Markets offering to clients.

“CMC Markets’ client retention can be attributed to our entrenched commitment to providing stellar customer service, and equipping traders with the right tools on an easy-to-use interface. Our superior online trading platform, Next Generation, offers clients the best value, tools and features,” says Lewis.

Expanding FX Market

The report showed that the Australian FX market has experienced an influx of new traders residing offshore; the next wave trader segment grew 60 per cent, pointing to an expanding market in 2016.

“CMC Markets is poised for strong growth in 2016, as an increasing number of FX traders enter the market seeking a provider that caters to their demanding needs to execute successful trades,” added Lewis.

Pioneers for Improved Legislation

CMC Markets is the co-founder of the industry body, the [Australian CFD & FX Forum](#), which through its [standards](#) of best practice aims to improve the industry and educate investors on how to mitigate risk. It is an active lobbyist in Canberra and vocal supporter of improved legislation, to mandate the segregation of client money and increase capital adequacy, to mitigate risks for traders.

ENDS

About The Investment Trends November 2015 Australia Foreign Exchange Report

The Investment Trends November 2015 Australia Foreign Exchange Report is based on a detailed online survey of 15,024 traders conducted between October and November 2015.

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

Media enquiries:

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