Brand guidelines for Affiliates

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TICKMILL

Brand Guidelines for Affiliates

This document is destined to provide brand guidance to affiliates who are in cooperation with the Tickmill Group. It is important to remember that branding involves a wide spectrum of activities which include and not limited to content, design/graphics/images, promotions, linking, advertising and more.

The below guidelines are provided as general rules that are required to be followed as an official Affiliate of the Tickmill Group. Please bear in mind that guidelines are updated from time to time and to always refer to the website and relevant sources for the latest information.

A. Applicable laws and regulations

Depending under which Tickmill entity the referred client will be registered then the applicable local laws and regulations, as updated from time to time, must be complied with in accordance with the Affiliate Agreement. The Tickmill Group consists of the below entities:

ENTITY	WEB ADDRESS	REGULATION
TICKMILL UK LTD	www.tickmill.co.uk	Regulated and authorized by the Financial Conduct Authority, "FCA" in the UK
TICKMILL EUROPE LTD	www.tickmill.eu	Regulated and authorized by the Cyprus Securities and Exchange Commission, "CySec", in Cyprus
TICKMILL LTD	www.tickmill.com	Regulated and authorized by the Financial Services Authority, "FSA", in Seychelles
TICKMILL SOUTH AFRICA (PTY) LTD	www.tickmill.com	Regulated and authorized by the Financial Sector Conduct Authority, "FSCA" in South Africa
TICKMILL ASIA LTD	www.tickmill.com	Regulated by the Labuan Financial Services Authority, "LFSA" of Labuan in Malaysia

B. Rules and requirements for marketing

According to the applicable laws, rules and regulations, all marketing communication that is addressed to potential clients or existing clients of Tickmill, must follow specific rules.

Rule #1:
Act honestly, fairly, and professionally towards Clients regardless of Client Categorization (Retail or Professional).

Rule #2:
All communication that is addressed to potential clients or existing clients of Tickmill should be fair, clear and not misleading.

C. Rules and requirements for marketing / branding practices

a. The Affiliate may not represent the Company's brand, digital assets, products and services on any site hosting content in any form of the following nature: violence, firearms, sexual content, profane language, illegal activity, and gambling.

b. The Affiliate must not misrepresent or mischaracterise the Company's brand, digital assets, products and services.

c. The Affiliate must respect the prohibition of unsolicited advertisement ("Spam") when sending e-mails containing the Company's brand, digital assets, products and services.

d. The Affiliate must not use keywords containing legally protected trademarks or variations of the Company name ("brand bidding") such as but not limited to Tickmill, Tickmil, Tikmill, Tikmil, Tik-mill, Tick mill, and so forth.

e. Incentivised Traffic is not allowed.

D. Do's and Don'ts of Communication

Any information, presented via any communication channel which is addressed to potential and/or existing Clients, must follow specific guidelines. Below is a list of some examples of do's and don'ts.

DO's
- Good Practises to apply

- ✓ Have all content pre-approved by Tickmill's Compliance team (this should already be done by Marketing before passing to Affiliate).
- ✓ Include the name of the Company at all times.
- ✓ Be accurate, if you will emphasize any potential benefits of an investment service or financial instrument also provide a fair and prominent risk warning (Balance between risks and benefits).
- ✓ Follow current regulations regarding information provided to clients.

- ✓ Use sufficient, simple language, understandable by the average (retail) individual (no jargon).
- ✓ Any change/material change to information provided to the Client must be communicated to the Client within a reasonable timeframe.
- ✓ Always consider if the omission of any relevant information could result in transmitting information in an unfair, unclear and/or misleading manner.
- ✓ Provide information through means which can be monitored by Tickmill / Compliance.
- ✓ Information must be consistently presented in the same language throughout all forms of communication and marketing materials that are provided to each client unless the client has accepted to receive information in more than one language.
- ✓ The information must be up to date and relevant to the means of communication used.
- ✓ Be in accordance with the applicable laws and regulations of the Company as they may be updated from time to time.



DONT's
- Bad Practises to avoid

- ✗ **Include any form of investment advice.**
- ✗ Use content with purpose to circumvent any laws and regulations especially regarding the provision of information to clients and to the protection of investors.
- ✗ Disguise, diminish or obscure important information, statements or warnings.
- ✗ Use the name of any Regulator in such a way that would indicate or suggest endorsement or approval by that authority of the products or services of the company.
- ✗ Must not be present any information in an aggressive manner or be biased. The potential or existing Client must not be forced to invest.
- ✗ Present information which emphasises the benefits associated with investing without also giving a fair prominent risk warning. Example: focusing on investment returns without indicating the risk of multiplying losses or explaining benefits in simple terms whilst describing risks in jargon.
- ✗ Suggest that trading in CFDs is suitable or appropriate for all investors.
- ✗ State that a firm is regulated by XYZ when is just registered there.
- ✗ Use content or comments like: "1 click, 60 seconds, 85% profit", "10,000 -> Get your Bonus now", "Learn how to turn market opportunities into profit".
- ✗ Use fake testimonials for marketing purposes.
- ✗ Refer to information or performance that is not real, i.e., "I suggest you register to XYZ entity as there are no leverage restrictions there".

E. Risk Warnings

All promotional/marketing material must be accompanied by the relevant Risk Warnings and Disclaimers, depending on the Tickmill Entity(ies) being advertised. The appropriate Risk Warnings are included in the Promotional Material provided to the Affiliate by the Company.

The Affiliate must use the Risk Warnings provided accordingly and bearing in mind that these may change from time to time.

F. Comparison of Investment services guidelines

In the case of comparison of Investment services, financial instruments or persons providing financial services:

- Comparison must be meaningful and presented in a fair and balanced way.
- The sources of information must be specified.
- The key facts and assumptions used to make the comparison must be included.

G. Past and Future performance indicators

a. When showing/indicating past performance of financial instruments:

- Indications must not be the most prominent feature of communication.
- Include information which covers the immediately preceding 5 years of the whole period for which the financial instrument has been offered if less than 5 years or for a longer period however, performance information must be based on complete 12 months periods.
- Reference period and the source of information must be clearly stated.
- Must include a prominent warning that the figures refer to the past and that past performance is not a reliable indicator of future results.
- If indication is on a currency other that of the client's country currency, then the currency must be clearly stated. A warning must be included that the return may increase or decrease due to market fluctuations.
- When gross performance is indicated: the effect of commissions, fees and other charges must be included clearly.

b. When showing simulated past performance:

- Simulated past performance must be based on actual past performance of an instrument.
- The indication must not be the most prominent feature of communication.
- Reference period and the source of information must be clearly stated.

- If indication is on a currency other that of the client's country currency, then the currency must be clearly stated. A warning must be included that the return may increase or decrease as a result of market fluctuations.
- Must include prominent warning that the figures refer to simulated past performance and that past performance is not a reliable indication of future performance..
- When gross performance is indicated: the effect of commissions, fees and other charges must be included.

c. When showing Information on future performance:

- Information must not be based on or referred to simulated past performance.
- Must be based on reasonable assumptions supported by objective data.
- When info based on gross performance, the effect of commissions, fees or other charges must be disclosed.
- Must contain a prominent warning that such forecasts are not reliable indicator of future performance.

APPENDIX A: Useful definitions

Commercial practises: Any act, omission, course of conduct, representation or commercial communication, including advertising and marketing, carried out by a firm that is directly connected to the promotion, sale or supply of a product, including the provisions of services to a 'consumer'.

Unfair commercial practice: A practice that is contrary to professional diligence requirements. It materially distorts or is likely to distort the economic behaviour (towards the product) of the average consumer whom it reaches or to whom it is addressed, or of the average member of the group when a commercial practice is directed to a particular group of consumers. Material distortion of a client's economic behaviour means using a commercial practice to appreciably impair the client's ability to make an informed decision, thereby causing the consumer to make a transactional decision that they would not have made otherwise. Additionally, it is misleading or aggressive. Example: presenting rights as a product's distinctive feature when in fact these rights are provided by Law to the clients (ICF presented as a benefit when it is a statutory right by Law.

Misleading commercial practice: When the information passed to the client is false or deceptive, particularly with regards to the benefits, expected results and the risks associated to a financial product or service. Example: insufficient and unintelligible pre-contractual information, like complex language, important information hidden in small print, and long pages of information provided only shortly before the signature of a contract. As a result, clients are not adequately informed about the financial product's main features. Additionally, information which contains false, untruthful information and deceives or is likely to deceive the average client is also considered misleading.

Aggressive commercial practices: A commercial practice which significantly impairs or is likely to significantly impair the average consumer's freedom of choice or conduct with regard to the product via harassment, coercion, the use of physical force of undue influence. This, in turn, would cause client or is likely to cause the consumer to make a transactional decision that they would not have made otherwise. Examples: Creating the impression that a client cannot leave the firm's premises/ website until an account is opened, making persistent and unwanted solicitation by telephone, fax, email or other remote media, except under circumstances and to the extent justified under contract law to enforce a contractual obligation, explicitly informing the client that if he does not buy the product or service, the trader's (employee's) job or livelihood is in jeopardy.