



# LSE Symbol: PLUS





# Products



## CFD products



2,000 CFD products

## Platform and Devices



Supporting 31 languages in  
more than 50 countries

## Trading Platform

	Most Popular	Shares	Commodities	Indices	Forex	ETFs
UK 100	6018.00	Buy	6016.50	Short	-0.63%	
Perseus	0.52	Buy	0.50	Short	-25.37%	
GBP/USD	1.5457	Buy	1.5453	Sell	0.14%	
USD/JPY	97.50	Buy	97.48	Sell	-0.24%	
Bitcoin / USD	105.27	Buy	103.84	Sell	1.53%	
Tesla Motors	101.65	Buy	101.45	Short	2.75%	
Apple	402.46	Buy	401.36	Short	-2.67%	
Kazakhmys	234.83	Buy	232.98	Short	-13.77%	

Retail customers only



# Plus500's technology, our key asset



Proprietary technology, developed in-house: key differentiator and flexible advantage





# Financials – Income Statement (\$, 000)



	Twelve months ended December 31		
	2013	2012	FY13/FY12 growth
Trading income (net)	115,088	56,127	105%
Selling and marketing expenses	44,322	28,930	53%
Administrative and general expenses	3,563	4,124	-14%
<b>EBITDA</b>	<b>67,285</b>	<b>23,165</b>	<b>190%</b>
Financing income (net)	(38)	-	
Tax expense	16,532	5,973	177%
<b>Net profit</b>	<b>50,633</b>	<b>17,100</b>	<b>196%</b>
<b>Earnings per share (\$)</b>	<b>0.47</b>	0.17	<b>176%</b>
	Three months ended March 31		
	2014*	2013*	
Trading income (net)	60,745	19,796	
<i>3 Months 14/ 3 Months 13 growth</i>		207%	

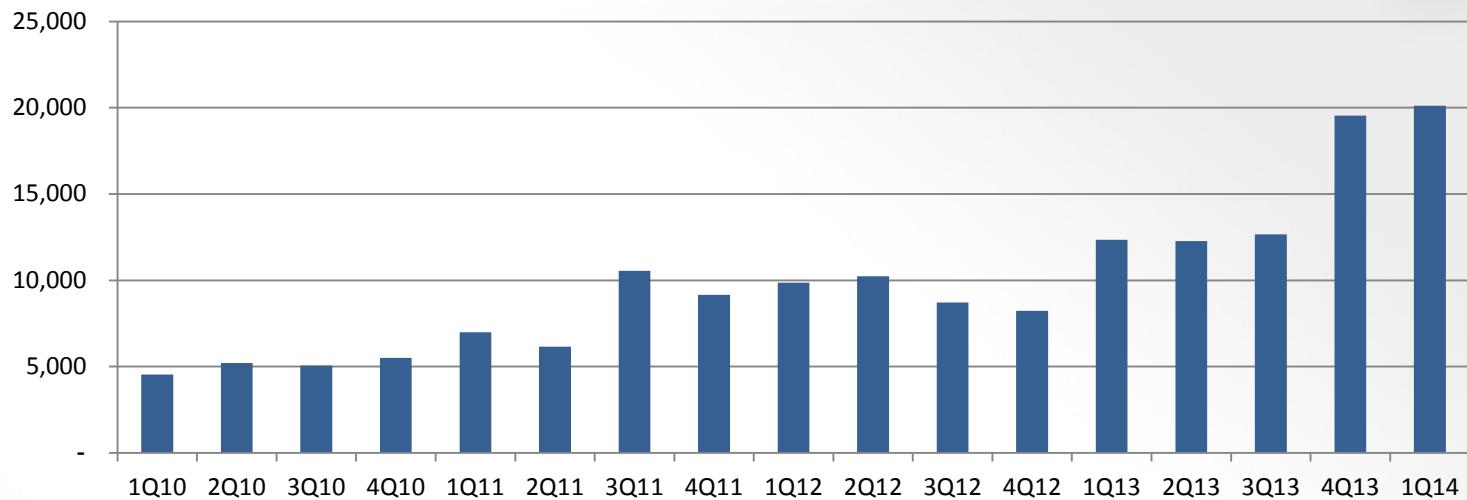
\* Unaudited



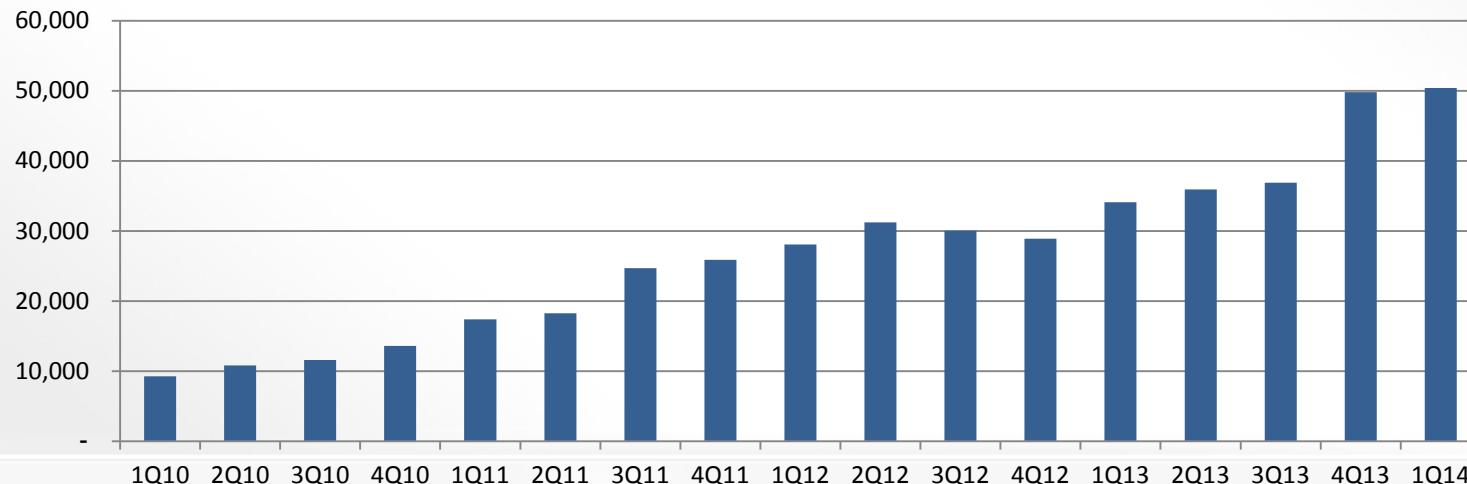
# Customer metrics



## New Customers



## Active Customers



New Customers: Customers depositing for the first time ever during the period.



Active Customers: Customers who made at least one real money trade during the period.



# Advisors



## NOMAD

LIBERUM

### Financial advisors



### Legal advisors



### Regulators



# Plus500 share price



**Symbol: PLUS**



**\*Source: London Stock Exchange**

# Why go public?



- ✚ Increase company profile and brand awareness
- ✚ Raise capital to the company, if needed
- ✚ Liquidate your shares while retaining control of the business
- ✚ Public companies have a stronger valuation vs. selling



- ✚ The brand is important, but the people behind the brand are even more so.
- ✚ Who holds your hand through the process.
- ✚ Past experience of the people running the process.
- ✚ The deal should be in your terms.
- ✚ You can ask the bank for previous fees on other IPO deals, it's public data.
- ✚ Trust and chemistry go a long way.
- ✚ Stick to timetables as much as possible.
- ✚ Don't be wary of switching to another advisor in mid process.



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