



PRO INVESTOR

GUIDING PRINCIPLES

The eToro Pro Investor Program



TABLE OF CONTENTS

INTRODUCTION & PRINCIPLE	4-5
TCF PRINCIPLES	6
INTERACTING WITH eToro	7
7 PROFILE PICTURE SUGGESTIONS YOU NEED TO KNOW	8
HOW TO WRITE SUCCESSFUL BIO CONTENT	9



PRO INVESTOR

By 'eToro'

INTRODUCTION & PRINCIPLE

We are delighted to welcome you to the program and congratulate you on taking this major step in your eToro journey!

eToro's world-leading financial marketplace is the heartbeat of the platform and at the forefront of the financial revolution. By being accepted to the program, you are now part of an exclusive group of **eToro Investors** who have the privilege to be copied, grow their AUC (Assets Under Copy), and financial business by accessing millions of traders on our platform.

We can't wait to get started and work together to help you build your financial business on eToro. You have now entered into a partnership with eToro, where we hope to build a long-lasting beneficial relationship for both parties.

Having that special star next to your name not only entitles you to gain copiers but also understandably brings with it the following **expectations and responsibilities**:



Brand Ambassador

Pro Investor members are seen by many of the eToro users as community leaders. As such, we expect you all to endorse eToro's brand in a positive way and cooperate in assisting eToro in growing the business. The more eToro grows, the larger pool of Followers and Copiers you will get in return. Let's work together!



Communication

By having copiers invest in your strategy, you have an obligation to communicate

with these individuals, establish trust, and maintain a professional approach at all times. Bringing added value and high-quality content to the community will increase your exposure. You will not significantly grow your AUC if you are apathetic towards your copiers or other eToro Investors, or if you communicate in a negative manner in public.



Transparency

Always share a clear explanation of your trading strategy, including who you are and when you plan to make changes to your investment portfolio. It's essential that your community of copiers is informed about the status of their funds. Building trust with your community and, likewise, with eToro staff will no doubt assist you in growing your AUC.



Cooperation

eToro has a large number of employees in various departments who are here \$24/6\$ to help you with a range of matters. If you

require assistance, especially from our Customer Service team for urgent matters, please be patient during technical or market liquidity issues, as these can occur. It is important to protect the eToro brand and reputation; publicly damaging it would be counterproductive to our shared long-term objectives.



Community

The **eToro Pro Investor Program** is a community of like-minded individuals. Cooperate and build rapport with one another rather than compete. Use your bright minds to help grow one another's AUC and overcome challenges. You will benefit in the long run from working together rather than against one another.



Marketing Your Profile

Any marketing outside of eToro should be synced with the eToro Pro Investor Team and done in a compliant and professional manner. Do not rely or feel solely dependent on the eToro Pro Investor Team to help grow your business. **The**

most successful eToro Investors are those who understand it is in their hands to grow their AUC.



Personal Challenges

We are all human and face everyday challenges. If you believe this may impact your investment strategy, please contact the eToro Pro Investor Team, and we will handle the matter in a confidential and professional manner. Try to avoid disclosing such information on the feed and to your copiers without first consulting with the eToro staff.



Trade Responsibly

It is expected that members of the **eToro Pro Investors** will familiarize themselves with the risk score, standard deviation, and other aspects of market volatility in order to meet the responsible trading guidelines set out in the Program. High-risk, high-leverage, and irresponsible trading will not be tolerated. Any attempts to generate profits through illicit means can result in removal from the Program and blockage from trading on the eToro platform.

TCF PRINCIPLES

(TREATING COPIERS FAIRLY)

Copiers should be confident they are dealing with an eToro Investor who places their copiers central to their culture and focuses on the platform.

✓ **Misleading**

Members of the eToro Pro Investors program should not provide misleading information to copiers, such as predictions of high gains, inaccurate past performance, exaggerated information in their bio, or plagiarized content on their feed.

✓ **Transparency & Clear Information**

All content, bio, and images presented by program members should be done so in a clear and professional manner.

✓ **Investment Strategy**

Copiers are presented with a strategy that should not change dramatically over time and are within the Program's responsible trading guidelines. Any changes to the investment strategy should be communicated with copiers on the feed clearly, transparently in advance and in coordination with eToro's Pro Investor Team.

✓ **Equal Treatment**

All copiers should be treated fairly and equally.

✓ **Communications**

Copiers should receive regular feed updates at least once a month from you and should strive to respond promptly to client queries.

✓ **Platform Issues**

Any platform issues or concerns that members of the eToro Pro Investor program may have should be addressed directly and calmly with eToro staff, so we can handle and resolve the issue.

Note

Members of the **eToro Pro Investors** should abide by the Program's Guiding Principles at all times. These may change, so it is important you refer to them on an ongoing basis.

INTERACTING

WITH

eToro

eToro Pro Investor Team, Account Manager, and Customer Support

eToro has many employees across different departments who are available 24/6 to assist you with various matters.



Reach Out:

Contact your personal contacts in eToro whenever you need help.



Urgent Issues:

Reach our Customer Service team if the matter is urgent.



Patience:

Please be patient if technical or market liquidity issues occur.



Technical Issues

For urgent technical issues, contact eToro's Customer Service directly at:

<https://www.eToro.com/customer-service>





If a picture is worth a thousand words, what does your professional photo say about you? On a professional networking site such as eToro, your picture may affect the opportunities that come your way.

Impact: An eye-tracking heatmap found that recruiters spend 19% of their time looking at your picture on your online profile. Not as much time is spent on your skills or past work experience. Therefore, your picture plays a big role in whether you're able to interest a recruiter enough to reach out to you.

Goal: You want to appear credible, confident, and professional. Career coach Barbara Pachter outlines guidelines for professional profile pictures in her latest book, "The Essentials of Business Etiquette".

We pulled out the most important ones you need to know:

- 1. Always Use a Photo.** "It is important to include a photograph," says Pachter. A photo helps ensure people know they have connected with the right person.

* LinkedIn profiles with a photo are seven times more likely to be viewed than ones without an uploaded photo.
- 2. Use a Recent Photo of Yourself.** If your photo was taken eight to 10 years ago, it's too old. If people are surprised when they meet you in person because you look nothing like your picture, they may wonder why you posted such a misleading photo.
- 3. Be the Only Subject in the Photo.** Since it is your professional profile picture, it should focus on you. This means **no group shots**, inanimate objects, or photos of you with your significant other, child, or pets.
- 4. Your Face Should Be in Focus.** "The background can be slightly out of focus, but your features need to be sharp, not blurred," says Pachter. Ensure that darker shadows do not obscure your face.
- 5. Keep Your Head Straight and Upright.** Pachter notes that tilting your head, particularly by women, can make them look less self-assured. Your professional photo requires you to look confident and capable.
- 6. Wear Professional or Business Casual Attire.** "Appear as you usually would in a business situation" says Pachter. This may also mean you are freshly shaven or wearing appropriate makeup and jewelry. **Never** post a photo of yourself at the beach, in a nightclub, or even running a marathon.
- 7. Use a Pleasant Facial Expression.** You need to look like someone others will want to work with. This means looking pleasant and confident and not having a "too serious" look on your face. Pachter advises that photos "should express vivaciousness and life" and recommends sticking to color rather than black and white shots.

HOW TO WRITE SUCCESSFUL BIO CONTENT

Video Bio

Share your story and strategy. Connect with your audience in a personal and trustworthy way by showcasing your expertise and unique investment approach.

Start creating your Video Bio here >>

Short Bio

This feature allows you to provide a headline, helping users gain a better understanding of who you are as an investor.

- Your short bio (max 90 characters) will be displayed on your profile page and various other places across our platform.
- It will help you distinguish yourself from the crowd and increase your profile visibility, making it easier to gain more followers.

Bio

The Bio is a brief description of who you are and your trading history, displayed in a pop-up window that helps you present yourself effectively. Remember: Your bio is a great opportunity to build a professional profile that adds value for your followers and potential clients.

*It is also mandatory for payment eligibility.

Tips to Help You Build a Successful Bio

DO'S: Essential Bio Content	DO NOT'S: Content to Avoid
✓ Include your name and location.	✗ Curse or use abusive language.
✓ Explain the ideas behind your investment strategy.	✗ Promising clients profits or funding.
✓ Note your investment horizon.	✗ Mention a suitable minimal copy/investment amount.
✓ Explain your educational and professional background.	✗ Write complex language, keep it simple!
✓ Add a personal note.	✗ Write too many irrelevant details or topics – stay focused!
	✗ Write your bio without explaining your investment strategy.

DISCLAIMER:

This is a marketing communication and should not be taken as investment advice, personal recommendation, or an offer of, or solicitation to buy or sell, any financial instruments. This material has been prepared without taking into account any particular recipient's investment objectives or financial situation, and has not been prepared in accordance with the legal and regulatory requirements to promote independent research. Any references to past or future performance of a financial instrument, index or a packaged investment product are not, and should not be taken as, a reliable indicator of future results. eToro makes no representation and assumes no liability as to the accuracy or completeness of the content of this publication, which has been prepared utilizing publicly-available information. eToro is a multi-asset platform which offers both investing in stocks and cryptoassets, as well as trading CFDs. Cryptoassets are volatile instrument which can fluctuate widely in a very short timeframe and therefore is not appropriate for all investors. Other than via CFDs, trading cryptoassets is unregulated and therefore, is not supervised by any EU regulatory framework. Your capital is at riskPlease note that CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. 75% of retail investor accounts lose money when trading CFDs with this provider. You should consider whether you understand how CFDs work, and whether you can afford to take the high risk of losing your money. Your capital is at risk.

eToro (EUROPE) LIMITED A company registered in the Republic of Cyprus. Registered number: HE 200585 Corporate Address: KIBC 7th Floor,4 Profiti Ilias Street, Germasoyia, Limassol 4046 eToro (UK) LIMITED A company registered in England and Wales. Registered number: 07973792 Corporate Address: 42nd floor, One Canada Square, Canary Wharf London E14 5AB

08