

Our Purpose and Values

Powering the pursuit of financial freedom for the ambitious



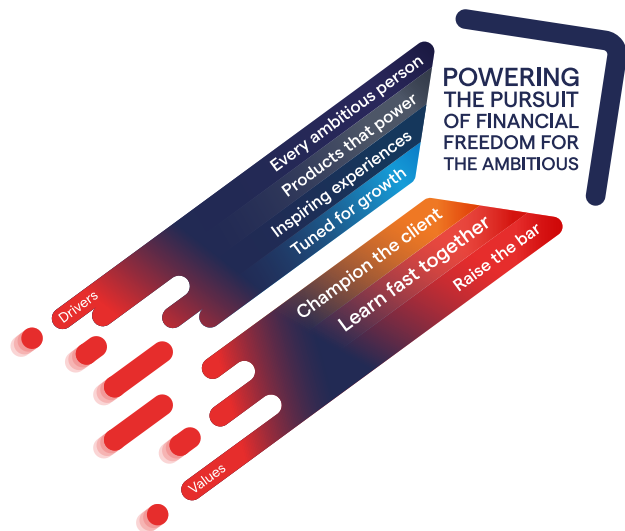
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Our purpose

Our blueprint for the future.

It will deliberately stretch us for years to come. It provides us with a fundamental question against which to assess decisions – ‘is what we’re doing powering the pursuit of financial freedom for the ambitious?’. It requires us to have a deep understanding of our clients, and to diversify into new markets and products.

As we make further progress towards achieving our purpose, we will enable more people to become financially self-reliant and therefore make a greater contribution to society.



Strategy

Our strategic drivers



Every ambitious person

Unrelenting in our drive to reach ambitious people across the globe. Ambitious people, wherever they are, all share similar characteristics: they're driven and self-directed. We exist to help them in their pursuit of financial freedom, and we acknowledge that this means something different for everyone.



Products that power

Evolving our product portfolio to provide greater choice and flexibility in the pursuit of financial freedom. Through innovation, we can power every ambitious person with market-leading technology, platforms, products and exchanges. Our focus on education gives clients the understanding and confidence to harness that power to achieve their goals.



Inspiring experiences

Creating personalised experiences that engage, educate and empower. We invest in our award-winning platforms in order to provide faster, clearer and smarter ways to trade. User experience is the top reason clients trade with us. We also encourage our employees to work collaboratively to produce excellent results and get the most out of their roles.

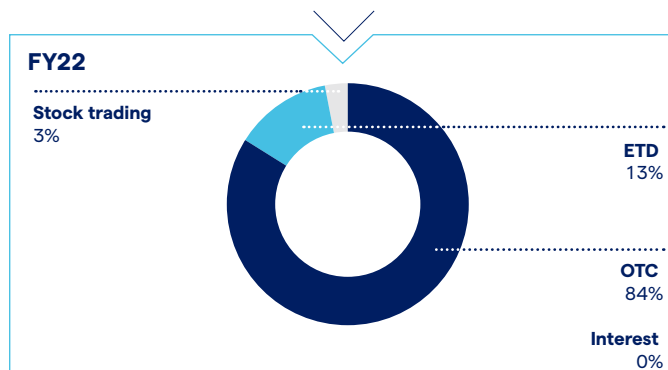
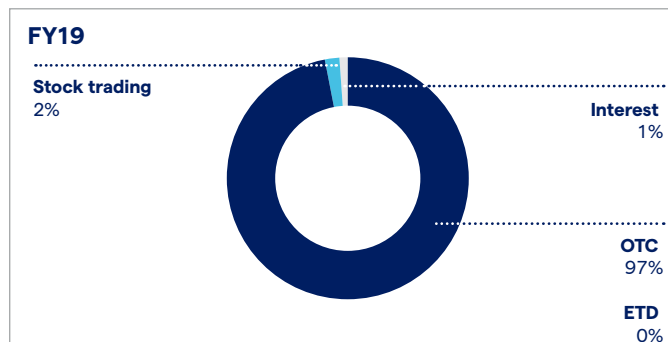


Tuned for growth

Developing our capabilities and infrastructure for growth, balancing the need for agility with robust controls and risk management. Successfully diversifying our business geographically and by product has been possible due to our strong scalable foundations. As we continue to grow, this remains a key focus in our technology, our operations and our financial strength.

Diversification

By delivering on our strategy we are diversifying our revenue. We have already seen the benefit from our geographic expansion, and now we are diversifying the business by product. This is in the form of organic and inorganic growth. While our OTC business has continued to deliver exceptional performance, our diversification strategy is beginning to shape a new IG Group.



Client focus

Client onboarding

- Market to a clearly defined target audience
- Ensure marketing is clear, fair and not misleading
- Wealth, income and risk appetite assessment prior to trading our products
- Ongoing checks to assess potentially vulnerable existing clients



Client education

- Encourage clients to engage with us and to learn about our products and how to trade effectively and responsibly
- Promote responsible trading through an engaging introductory programme, targeted at client needs
- Provide a wide range of trading aids, such as strategic trading content, charting packages, news, commentary and analysis



Client outcomes

- Invest in process, training and culture to continually improve experiences and outcomes
- Evaluate across a broad range of metrics – including satisfaction, appropriateness, complaints and financial outcomes – to ensure we are doing the right thing
- Focus on best possible service by continuous investment in our platform, to maximise its offering, availability and performance



Risk management

- Negative balance protection and limited-risk accounts
- Close-out monitor to warn and ultimately liquidate client positions when their margin has been significantly eroded
- Option to attach guaranteed stops to identify the maximum possible loss at the outset of a trade
- A business model which aligns our outcomes with those of our clients