AFFILIATE COMPLIANCE GUIDELINES FOR CAPITAL COM (UK) LIMITED

Regulated by the Financial Conduct Authority (FCA)

The Financial Conduct Authority ("FCA") regulates the communication and approval of financial promotions (that is, an invitation or inducement to engage in investment activity). Any form of communication (including through websites and social media) is capable of being a financial promotion.

It is **unlawful** for a person in the course of their business **to communicate a financial promotion unless (i) that person is an authorised person, (ii) the content of the communication is approved by an authorised person, or (iii) a relevant exemption applies (section 21 of the Financial Services and Markets Act 2000 (FSMA)).**

All financial promotions must **be fair, clear and not misleading**. Part of meeting this standard includes ensuring that (where relevant) those to whom a financial promotion is addressed, or at whom it is directed, understand what extent of the relevant firm's business is regulated.

Following the implementation of MiFID II, neither firms nor individuals based in the UK and/or firms or individuals soliciting UK residents, are **permitted to solicit (ie "introduce or arrange") clients in the course of their business unless they are licenced to do so by the FCA.**

CCUK may utilise the services of affiliates, who will place CCUK branded ads and links online that direct consumers to the CCUK website. Such affiliates will be solely compensated on a Cost Per Account ("CPA") basis.

Any affiliate that conducts paid-for reviews of CCUK's services or products and/or compares CCUK to its competitors, must make clear that such reviews and/or comparisons are **not independent and have been conducted on a paid-for basis by CCUK**. Furthermore, such reviews and/or comparisons will be considered a financial promotion and **must be approved by CCUK** before they are communicated, in line with FCA requirements.

- For CCUK the stock Risk Warning that affiliates need to use is as follows:

Investments can fall and rise. You may get back less than you invested. Past performance is no guarantee of future results"

- **For CFD trading** the disclaimer is as follows:

"XX% **of retail investor accounts lose money when trading CFDs with this provider.** You should consider whether you can afford to take the high risk of losing your money."

- Whenever there is a **Call to Action** ('CTA') (i.e., Join now, Trade now, Invest now, Register, Open account, Verify etc), a RISK WARNING IS REQUIRED.

The disclaimer should be under/next to the CTA button. It should always be in the language of the website, visible and added to EVERY CTA. In the case of small CTAs, the following disclaimer must be used: "**XX% of retail CFD accounts lose money**" (always in bold).

- For the larger CTAs, the disclaimer is as follows:

"**XX% f retail investor accounts lose money when trading CFDs with this provider.** You should consider whether you can afford to take the high risk of losing your money".

- If a CTA is at the end of the review, website, blog or article, ALWAYS use the following long version:

"CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **XX% 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."

- At the end of any content (short or long) written about Capital.com, the long version of disclaimer should always appear as below:

"CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **XX% 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."

Remember the short version can be used at the beginning of an article, but the long version always needs to be used at the end.