

Marketing and Promotion Guidelines

1. These Marketing and Promotion guidelines (hereinafter “**Guidelines**”) of the **L.F. Investment Limited** (hereinafter “the **Company**” or “**Purple Trading**”), a financial services company incorporated according to the laws of the Republic of Cyprus, Registration number 329493, having its registered office at 11, Louki Akrita, CY-4044, Limassol, Cyprus are the integral part of the Company’s terms of cooperation and any agreement between the Company and an affiliate, contractor, marketing partner, and/or any third party who engages with promotional activity on behalf of the Company and its services (hereinafter the “**Affiliates**” or “**You**”) and may be unilaterally amended by the Company from time to time.
2. Affiliates shall use only the Marketing Materials provided by the Company or approved by the Company in writing. “**Marketing Materials**” shall mean any advertising materials distributed to general public in any form of communication, including but not limited to any online communication, materials, publications, webinars or any activity whatsoever that the Affiliate uses to advertise the services of the Company to the clients and/or potential clients (hereinafter “the **Clients**”).
3. When promoting the services of the Company, Affiliates are permitted to use the communication channels, e.g., social media networks, ads, websites, webinars, search engines etc, only reviewed and approved by the Company. Affiliates are not allowed to produce their own Marketing Materials, or promote the Company using any material other than the Marketing Materials.
4. These Guidelines shall be applied in conjunction with the requirements of ESMA and MiFID II together with the particular legal requirements of the country where the promotion takes place.
5. Affiliates shall not
 - a. offer investment advice, legal advice, tax advice, inducements, recommendations and portfolio management to the Clients;
 - b. handle the Clients’ funds or cash, take any fees from them;
 - c. promote Company’s services where the Company does not offer its services;
 - d. promote the Company’s services to the audience under 18 years of age.
6. General remarks on the communication and risk disclosure guidelines:

- a. always use the clearly readable, prominent, visible risk warning as per the examples below;
- b. in cases of dissemination of the promotion, it is clear from the content and form of the communication that it constitutes a marketing communication;
- c. be accurate, fair, clear, not misleading and not emphasize any potential benefits without also giving a fair and prominent indication of any relevant risks;
- d. do not guarantee or promise profits or guarantee against losses;
- e. do not disclose/publish personal opinions that may be perceived by the audience as advice or investment advice;
- f. be sufficient for, and presented in a way that is likely to be understood by, the average member of the group to whom it is directed, or by whom it is likely to be received;
- g. do not disguise, diminish or obscure important items, statements or warnings;
- h. do not use absolute or unqualified statements;
- i. promote exclusively Company's products or offers if you use Purple Trading Marks;
- j. make it clear that CFDs are being discussed, not the underlying assets;
- k. ensure the format of the risk warning is clearly readable, in a prominent place and with visible colours and in the equal font size as the predominant text used throughout the information provided;
- l. do not promote non-Purple Trading products with Purple Trading trademarks, logo, name etc.

7. RISK WARNING

7.1. Text of disclaimers must be included every time an Affiliate promotes the Company or directs the Clients to the Company's website. Disclaimers shall comply with the following requirements:

- a. Important information, statements or warnings are shown using clear and bold type styles across neutral backgrounds;
- b. The size of the important information, statement or warning is proportionate, considering the content, size, and orientation of the promotional material as a whole;
- c. Both the benefits and drawbacks of a product are balanced through equally prominent feature statements;
- d. Risk warnings are contained within their own distinct border, thus drawing the reader's attention to them;

- e. Risk warnings are clearly stated within the main body of the advertisement and ahead of the small text (i.e., the additional product/legal text and firm contact information);
- f. Risk information appears on the website landing page that the client first arrives at when following a promotional link;
- g. Risk warnings remain fixed on the screen even when the client scrolls up and down respective web pages;
- h. When risk warnings are provided on a website, they are included on each linked webpage on the website;
- i. The risks are repeated on linked pages further into the website product chain.

7.2. GENERAL RISK WARNING If not specified otherwise in this document, any Marketing Material that contains call to action (register, open account, start to trade now) or directs to Company's content, including webinars, articles shall contain the following disclaimer:

XX % of retail investors lose their capital 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.*

Note: *The percentage changes periodically. You are obliged to check the Company's website in order to ensure you include the correct percentage for the period when the promotion is posted.

7.3. Any Marketing Material that **contains screenshots of graphs/charts** of the Company's trading platform shall contain the following disclaimer:

Source: Purple Trading [name of the trading platform], [type of chart (hourly/daily/weekly chat)], [the period for which the performance is shown: data from [month, year] to [month, year]] Data accessed on DD.MM.YYYY at HH:MM [time zone]. Please note that the figures refer to the past and that past performance is not a reliable indicator of future results.

8. When the information **compares** the Company's services, financial instruments, or other brokers, the Affiliates shall ensure that the following conditions are satisfied:
 - a. the comparison is meaningful and presented in a fair and balanced way;
 - b. the sources of the information used for the comparison are specified;

- c. the key facts and assumptions used to make the comparison are included.
9. Where the information contains an indication of past performance of a financial instrument, a financial index or an investment service, the Affiliate shall ensure that the following conditions are satisfied:
 - a. that indication is not the most prominent feature of the communication;
 - b. the information must include appropriate performance information which covers the preceding 5 years, or the whole period for which the financial instrument has been offered, the financial index has been established, or the investment service has been provided where less than five years, or such longer period as the Company may approve, and in every case that performance information is based on complete 12-month periods;
 - c. the reference period and the source of information is clearly stated;
 - d. the information contains a prominent warning that the figures refer to the past and that past performance is not a reliable indicator of future results.
10. Statements that contain information on future performance are not allowed.
11. Where the information refers to a particular **tax treatment**, it shall prominently state that the tax treatment depends on the individual circumstances of each client and may be subject to change in the future.
12. The information shall not use the name of any competent authority which may indicate or suggest endorsement or approval by that authority of the products or services of the Company.

SPECIFIC EXAMPLES

A. Social media:

- Images or posts must have risk warning, at least as part of the text.
- If you use images, do not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics).
- If the Affiliate uses plain text, it must contain a risk warning either on the very beginning or as a last information of the text/post.

Use the risk warning, if not specified otherwise in the list below: *XX %* of retail investors lose their capital 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.

Note: *The percentage changes periodically (i.e., every three months). You are obliged to check the Company's website in order to ensure you include the correct percentage for the period when the promotion is posted.

a) X (formerly Twitter)

1. X posts must:

- If you use images, do not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics).
- Use the risk warning, at least as part of the text, but always clear and visible: *XX %* of retail investors lose their capital when trading CFDs with this provider.*

Note: *The percentage changes periodically. Promoter is obliged to check Company's web in order to assure about the correct percentage for the period when the promotion is posted.

2. It is possible to use a button.

XX % of retail investors lose their capital when trading CFDs with this provider.*

How it should look:



b) Facebook

1. Facebook images/posts must:
 - Have the risk warning, at least as part of the text but always clear and visible: *XX %* of retail investors lose their capital 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.*
 - Not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics).
 - Not use branding on every image, if multiple images are used in a post.
2. Specifically for cover picture format, do not use the bottom left corner of the cover picture, because that is where the avatar image is located there.
3. It is possible to share Company's content, for example articles and webpages, on the Promoter's social media channel with the option to add a description to the post.
4. It is possible to use a button in paid Facebook ads and boosted posts.

How it should look:


Purple Trading

January 24 at 7:00 PM · 🌐



They save you time, if programmed correctly they can execute trades without any error, or they can alert you to a potential trading opportunity that has just appeared in the markets. Trading robots are an increasingly popular tool for many traders. 🤖

<http://bit.ly/3HdvTAU>

76,6% of retail investors lose their capital 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.



PURPLE-TRADING.COM

Getting started with AOS: The main advantages and disadvantages of trading robots

We take your ambitions seriously


Purple Trading

1.5K likes · 1.6K followers

ⓘ Learn More

👍 Liked

💬 Message

c) Instagram

1. Instagram images/posts must:

- Have the risk warning, at least as part of the text, but always clear and visible: *XX %* of retail investors lose their capital when trading CFDs with this provider.*
- Not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics).

How it should look:



d) Linked In

1. LinkedIn posts must:

- Not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics). It is better to use Main Title and Subtitle if it suits.
- Include the risk warning at least as part of the text, but always clear and visible: *XX %* of retail investors lose their capital 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.*

- It is possible to use a button.

How it should look:



Purple Trading
740 followers
3mo · 🌐

⋮

What are the main key differences between cTrader and MT4?

MT4 was one of the first platforms that allowed trading directly by placing orders on the chart, greatly simplifying trading and perhaps indirectly contributing to the popularity of the profession.

On cTrader, you can unfasten each of the charts of individual instruments and place them anywhere on the free area of your monitor. It is possible to compose charts with other correlated instruments.

What other differences should you be aware of?

- 📊 Creating charts
- 📄 Placing orders
- 🔄 creation and use of ATS
- ⚙️ trading tools available to the trader.

#ctrader#MT4#forex#entrepreneurship#business#trading

76.6% of retail investors lose their capital 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



cTrader vs MetaTrader 4

purple-trading.com · 2 min read

B. Ads:

- Any ad must include the following:
 - Images or posts must have risk warning, at least on the text, but always clear and visible: *XX %* of retail investors lose their capital 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.*
 - If you use images, do not use a lot of text in the image. If you are using text, use only main title, text can be no more than 20% of the image size (including branding and text on graphics).

- If the Affiliate uses plain text, it must contain a risk warning either on the very beginning or as a last information of the text/post.
 - Brand of the Company.
2. Button available for display advertising.
 3. It is possible to use a button in paid Meta ads and boosted posts.

Note: *The percentage changes periodically (i.e., every three months). You are obliged to check the Company's website in order to ensure you include the correct percentage for the period when the promotion is posted.

How it should look:



**PURPLE
TRADING**

How to trade stocks when prices are falling?

Free ebook

Download ebook

76.6% of retail investors lose their capital 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.

C. Webinars:

The relevant risk warning must be:

- Prominent;
- Contained within its own border;

- The relevant risk warning, including the font size, should be proportionate, taking into account the content, size and orientation of the marketing material as a whole; and
- Published against a neutral background.

Footer in the video, visible during the whole duration:

XX% of retail investor accounts lose money when trading CFDs with Purple Trading. You should consider whether you can afford to take the high risk of losing your money. CFDs are complex instruments, carrying a high level of risk of losing the entire investment as a result of leverage.*

Note: *The percentage changes periodically. You are obliged to check the Company's website in order to ensure you include the correct percentage for the period when the promotion is posted.

In case when the host provides his personal experience with trading, they must always say that the past and that past performance is not a reliable indicator of future results.

Long disclaimer presented as last or first in the webinar:

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

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

Trading foreign exchange on margin carries a high level of risk, and may not be suitable for all investors.

The high degree of leverage can work against you as well as for you. Before deciding to trade foreign exchange, you should carefully consider your investment objectives, level of experience, and risk appetite. The possibility exists that you could sustain a loss of some or all of your initial investment and therefore you should not invest money that you cannot afford to lose. You should be aware of all the risks associated with foreign exchange trading, and seek advice from an independent financial advisor if you have any doubts.

Any opinions, news, research, analysis, prices, or other information contained in this material is provided as general market commentary, and does not constitute investment advice or personal recommendation. Any information relating to past performance of an investment does not necessarily guarantee future performance. Neither Purple Trading, nor [name of Affiliate] will not accept liability for any loss or

damage, including without limitation to, any loss of profit, which may arise directly or indirectly from use of or reliance on such information.

The information is not directed at residents of the United States, Belgium or any particular country and is not intended for distribution to, or use by, any person in any country or jurisdiction where such distribution or use would be contrary to local law or regulation.”

Note: *The percentage changes periodically. You are obliged to check the Company’s website in order to ensure you include the correct percentage for the period when the promotion is posted.

D. Articles

- The sources of the information in the articles must be specified.
- The article must include the risk warning and the disclaimer.
- Avoid the use of jargon and use easy to understand language.
- The information must be fair, clear and not misleading.

The relevant risk warning must be:

- Prominent;
- Contained within its own border;
- The relevant risk warning, including the font size, should be proportionate, taking into account the content, size and orientation of the marketing material as a whole; and
- Published against a neutral background.

Disclaimer that must be presented in the article:

This material does not contain and should not be construed as containing investment advice, investment recommendations, an offer of or solicitation for any transactions in financial instruments. Trading financial instruments offered by Purple Trading carry a high level of risk which is not suitable for all investors due to their complex nature. Before making any investment decisions, you should seek advice from independent financial advisors to ensure you understand the risks involved. Read more at www.purple-trading.com.

*CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **XX%*** of retail investors lose their capital 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.*

Note: *The percentage changes periodically. You are obliged to check the Company's website in order to ensure you include the correct percentage for the period when the promotion is posted.

In case when the Affiliates do not find specific disclaimer for the communication channel of their choice in the aforementioned specific examples, they shall use the General Risk Warning as per art. 7.2.

Content that may constitute Investment Advice

Any means of marketing communication and content must not include statements that may be considered as financial advice. Please refer to the diagram¹ below to determine whether a statement may be investment advice.

¹ The source of the diagram is ESMA CESR/10-293

Is it investment advice?

1. Does the service being offered constitute a recommendation?

YES
↓

2. Is the recommendation in relation to one or more transactions in financial instruments?

YES
↓

3. Is the recommendation at least one of the following...

...a) presented as suitable?

YES
↓

...b) based on a consideration of the person's circumstances?

YES
↓

4. Is the recommendation issued otherwise than exclusively through distribution channels or to the public?

YES
↓

5. Is the recommendation made to a person in his capacity as one of the following...

...a) an investor or potential investor?

YES
↓

...b) an agent for an investor or potential investor?

YES
↓

INVESTMENT ADVICE