

PARTNER COMPLIANCE GUIDELINES



partners.vantagemarkets.com

MARKETING AFFILIATE RULES ▼

Here is a checklist of rules that any financial promotion on your affiliate marketing channel must follow.

1. Always add the ESMA Risk Warning

Risk Warning: CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

Trading leveraged products such as CFDs carries a high level of risk and may not be suitable for all investors. There is a possibility of losing all your initial capital. Before trading, you should fully understand the true extent of your exposure to the risk of loss and your level of experience.

2. Remember that Vantage is a multi-asset platform which offers CFD assets for trading, subject to the relevant jurisdiction's local rules, regulations, stipulations and restrictions.

3. Always be fair, clear and avoid providing information that can be deemed as misleading or investment advice.

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4. Always mention in your affiliate marketing channel the Vantage entity you are promoting:

- a. Vantage is a trademark of Vantage Global Limited. Vantage Global Limited is authorised and regulated by the VFSC under Section 4 of the Financial Dealers Licensing Act [CAP 70] (Reg. No. 700271).
- b. Vantage International Group Limited is trading under Vantage, is authorised and regulated by the Cayman Islands Monetary Authority (CIMA), Securities Investment Business Law (SIBL) number 1383491.

5. Use only provide timely and correct information in your reviews/articles and always keep them updated as per the list below (not exhaustive) - more information can be found at www.vantagemarkets.com

- a. Current CFD leverage limits
- b. Our Story (history of Vantage)
- c. Vantage Copy Systems explanation
- d. Vantage Copy Portfolios
- e. Deposits FAQ
- f. Withdrawal FAQ
- g. Regulation and License
- h. Customer Service
- i. Invite your friends ("Refer a friend" (RAF) program)
- j. General Risk Disclosure

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6. Affiliates are only permitted to use Vantage's official marketing materials which can be found in the IB portal and CPA CellXpert Portal under the affiliate marketing tools.

7. Any educational materials and/or marketing materials and/or related materials created by the affiliate (i.e., banners, videos, newsletters, any significant changes to the communication channels of the affiliate etc.), through all communication channels, should be reviewed and approved by the Compliance Function/Department of Vantage, prior to publication. Any related requests to this matter should be forwarded to your direct affiliate account manager or by opening a ticket with the customer service.

8. Any new communication channel is subject to the approval of the affiliate account manager. Any relevant request in this regard should be communicated to your affiliate account manager.

9. Affiliates are not allowed to promote Vantage via sources other than the ones disclosed and approved by the Affiliate account manager.

10. Make sure to promote Vantage in jurisdictions subject to the white-list of your agreement and the local restrictions.

11. Do NOT use fake celebrity endorsement to promote Vantage.

Non-Exhaustive Examples:

- ▶ **BE FAIR** – Avoid misleading headlines, and no unfair comparisons. Partners should not hide important information by using small print. Our partners need to make sure that they display risk warnings in a clear and visible way. Please do not promise profits or gains, houses, cars, holidays etc.
- ▶ **BE CLEAR** – About any charges, fees or risks. Please refer the potential clients to the relevant website.
AVOID BEING MISLEADING – Ensure that promotions are balanced. Partners cannot place too much emphasis on the benefits associated with a product without also highlighting the relevant risks/losses. Always look for complete, relevant data and add proper warnings when using data (see risk disclaimer guidelines).
- ▶ **UNREALISTIC EXPECTATIONS** – The information shall not include the name of any competent authority in such a way that would indicate or suggest endorsement or approval by that authority of the products or services offered by Vantage.
- ▶ **KEEP UP TO DATE** – All the irrelevant information or old terms need to be replaced and updated (i.e., words like: “Guru, copyfund, openbook, high leverage and bonuses/promotions”).

Examples of Misleading Statements

Do not use the statements below:

- a. "1 click 60 seconds 85% profit."
- b. "Trading has never been so easy."
- c. "Gain up to 85% return every 60 seconds."
- d. "Start your career as a trader right now."
- e. "Suggestions are great – it is hard not to win."
- f. "95% return in a few minutes."
- g. "Our Pro signals have been tested to have over 65% daily success rates."
- h. "What can you do in 60 seconds? Copy* and earn extra money."
- i. "Learn how to turn market opportunities into profit"
- j. "\$10,000 – Get your bonus now."
- k. "Make/earn money."

Do not make any false promises Do not use the statements below:

- a. Become a successful trader!
- b. You will make profits!
- c. Make money with the best trader.
- d. With Vantage, trading is easy.
- e. Copy the best traders and you will make profits.

How to Display Risk Warning for CTA*?

***CTA stands for Call to Action** which represents an invitation or inducement to clients to enter a business relationship with Vantage. Other CTAs such watch a training seminar or get a free subscription does not require a disclaimer.

Whenever there is a Call to Action ('CTA') for CFDs, Cryptos or any kind of instrument (i.e., Join now, Trade now, Invest now, Register, Open account, Verify etc.), **a RISK WARNING IS REQUIRED.**

Trading derivatives carries significant risks. It is not suitable for all investors and if you are a professional client, you could lose substantially more than your initial investment. When acquiring our derivative products, you have no entitlement, right or obligation to the underlying financial assets. Past performance is no indication of future performance and tax laws are subject to change. The information on this website is general in nature and doesn't take into account your personal objectives, financial circumstances, or needs.

A FEW EXAMPLES OF CTA:

- Trade now
- Sign up
- Join now
- Invest now
- Buy and Sell
- Register Now
- View Website

How to Use the Risk Warnings Under CTA

Vantage Product Risk Warnings

1. CFDs (Cryptos, Stocks, CopyPortfolios, ETFs, Currencies, Commodities) = **CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money. Trading leveraged products such as CFDs carries a high level of risk and may not be suitable for all investors. There is a possibility of losing all your initial capital. Before trading, you should fully understand the true extent of your exposure to the risk of loss and your level of experience."**
2. Real Stocks / Zero stock commission = **Your capital is at risk. Other fees may apply.**

Risk Warnings at the end of reviews/blogs/articles.

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

▼ BY DEFAULT :

NOTE: The standardised risk warning (long or short version)

Trading leveraged products such as CFDs carries a high level of risk and may not be suitable for all investors. There is a possibility of losing all your initial capital. Before trading, you should fully understand the true extent of your exposure to the risk of loss and your level of experience.

Pay Per Click ("PPC") and Search Engine Marketing ("SEM") Guidelines

1. You must not use the Vantage Brand names for SEM or PPC Marketing in any case. You are not authorised to use any word that reasonably refers to the Vantage Brand, including but not limited to the words "Vantage" and/or "Vantage Markets" spelled in any possible way (including with graphics, typos, spaces, signs, symbols, indicators or in any other way). Such forbidden use of the Vantage Brands includes the use of such words/trademarks in your advertisements or in any part thereof, in the displayed URL and/or in the destination URL;
2. You must not bid on the Vantage Markets Brands, including but not limited to the words "Vantage" and/or "Vantage Markets" spelled in any possible way (including with graphics, typos, spaces, signs, symbols, indicators or in any other way);
3. You shall only use the designated Affiliate Websites for all PPC and/or SEM campaigns. Your advertisements shall not contain information which could lead or redirect prospective clients directly to Vantage Websites. You are only allowed to use the landing page provided by Vantage on Affiliate Websites. It is important to note that any URL containing the words "Vantage" and/or "Vantage Markets" shall not be present in the advertisement; and
4. You must not use Vantage Brands' Top-Level Domains as landing pages, landing URL's or display URL's.

Obligations and Responsibilities of the Affiliate T&C

▼ SECTION 4 "THE AFFILIATE ACKNOWLEDGES AND AGREES THAT:

4.20 The Affiliate acknowledges and accepts that it is prohibited from using the Promotional Material and/or any other information provided by Vantage Partners and/or Vantage Partners in order to encourage users of its websites, blogs or social media accounts or any Prospective Clients of Vantage to transfer or provide access to the Affiliate the Prospective Client's or Client's funds, permit the Affiliate to trade on behalf of the Prospective Client or offer in any way investment advisory services. Vantage Partners and/or Vantage can monitor and seek verification from the Affiliate to ensure the Affiliate does not engage in any activities contemplated by this clause. If requested, the Affiliate agrees to any necessary monitoring and to provide and necessary verification within 24 hours of the request.

4.21 The Affiliate must not transmit to or in any way, whether directly or indirectly, expose Vantage Partners' or the Vantage websites, content, platforms and property to any computer virus or other similarly harmful or malicious material, virus or device.

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4.22 The Affiliate must not cause or assist by any act or omission in the creation or design of any website, which explicitly or impliedly resembles Vantage Partner's website and/or the Vantage websites and/or leads customers to believe the Affiliate is Vantage Partners or Vantage or any other affiliated business.

4.23 The Affiliate will promptly inform Vantage Partners of any information or acts of a third party that has become known to the Affiliate that could potentially harm Vantage Partners and/or Vantage and/or Vantage Products and Services and/or their reputation in any way and manner.

4.24 The Affiliate cannot use or register a domain name or utilize through any search engine activity within any territory, keywords, search terms or any other brand identifiers for its activities with the name of Vantage, Vantage Partners or any other similar words or phrases which may be confused with the main brand of Vantage and/or Vantage Partners without the prior written consent of the Vantage or Vantage Partners.