

General Marketing Principles for Affiliates

Overall principle:

- **DO use fair, clear and non-misleading information only.**
- **DO NOT use any exaggerated, unwarranted or misleading statements or claims**

Provide balanced statements - Do not use absolute statements

All statements should be balanced; therefore if you mention potential profits (advantages) you must always also mention potential losses (disadvantages/risks). Do not imply that trading in risky products such as CFDs is suitable for everyone. Avoid clickbait terms such as but not confined to "win, make, easily, profit" etc.

Wherever an advantage of trading, leverage and volatility is mentioned, the associated risks should also be stated. Use moderated statements and avoid absolute extreme statements.

Use accurate and up-to-date information - Do not make statements that cannot be verified

All information related to Mitrade's services, products, accounts, platforms and others must be relevant and up-to-date at all times.

Do not make statements implying that Mitrade's products can be physically delivered, or are traded on a recognised Market/Stock Exchange.

Do not imply that Mitrade or its products are associated with gambling.

Awards, recommendations and opinions provided by independent organizations such as financial product research houses or media, may be used, providing that it explains who granted the award/conducted the research and any special relationship (e.g., ownership) the organization has with Mitrade.

Do not make promises, guarantees or suggestions for and on behalf of Mitrade. Do not create unrealistic expectations.

Do not promise that people can make money with Mitrade. Avoid using terms such as "easy", "Low-risk", "safe", or "secure" to describe the products provided, as well as other similar terms. Do not use any language or visual reference that imply that trading can lead to guaranteed profits.

In addition to this, implying that trading leads to success, a change in lifestyle, financial freedom or any other unwarranted benefit is prohibited.

Warn your audience of risks associated with trading - Include appropriate disclaimers

All promotional materials should include at least one risk warning/disclaimer that is clearly visible to readers. Risk warnings should not be buried within other content. Use the disclaimer "All trading involves risks" or any disclaimers provided by your Account Manager.

In addition, you should clearly disclose on the websites, landing pages, social network pages and other traffic sources you utilise for the promotion of Mitrade's services and products only, that they are not owned or operated by Mitrade, as and where applicable. Use the following disclaimer "This page is not owned or operated by Mitrade" or "This page is owned and operated by an affiliate of Mitrade", or something similar.

Fees and Costs

Where there are fee or cost referred within the promotional materials, it should give a realistic impression of the overall level of fees and costs the client is likely to pay.

Refer to the terms and conditions

Whenever referring to a Mitrade's bonus program, contest, or other related program, you must always include an asterisk next to such reference and add the following statement "*Terms and Conditions apply", if and where applicable.

Do not refer to the licenses

Avoid using terms such as "Regulated broker", or "worldwide regulated broker", as well as other similar terms. Do not use the logos of CIMA, FSC Mauritius or other regulatory authorities/bodies.

Be transparent about your relationship with Mitrade

Do not introduce or present yourself as an employee or representative of Mitrade. Do not state that your activities and actions are endorsed by Mitrade.

Make fair comparisons

Using legal or brand names of competitor companies for advertising the Mitrade brand and comparing it with other brands in ads, or unfairly drawing comparisons with other brands in a negative light or any other unauthorised use of any third party copyrights or trademarks is prohibited.

Restrictions

Do not engage in any illegal activity of any type, including but not limited to displaying illegal content, which may be adverse to the reputation of Mitrade.

This includes, but is not limited to, the use of content that is libelous, defamatory, obscene, abusive, violent, bigoted, hate-oriented, illegal, pornographic, related to gambling or children, or is linked to a website that does so.

Spamming is forbidden

Do not use spamming techniques, such as unsolicited spam mass emails sent to a wide group of individuals. This is considered bad marketing. Any form of an unsolicited promotion involving mass sending without prior user's consent is considered to be spam. This includes bulk emails and posts/messages on social media.

Traffic Sources

All traffic sources need to be notified to and pre-approved by Mitrade. Do not advertise Mitrade at any online or offline places without considering any damage to Mitrade' image.

Unwarranted Statements

Please refer to Appendix 1 for examples of unwarranted statements that should be avoided.

Restricted Countries

Please check our website for the restricted countries.

Appendix 1: Samples of Unwarranted Statements (non-exhaustive)

1. I started making money/profit/income/\$\$\$ with this APP. You can do it too!
2. Stop wasting time! Start making money!
3. Make money easily from home with trading
4. Look, how much I made/earn last week/month in this APP!
5. Even a newbie can easily find his or her way!
6. Bought a new car after 1 week of trading on this APP, wanna know how?
7. Tired of working? Many people make money with this APP! You can do it too!
8. Find your financial freedom with trading!
9. With this APP, win/make/earn money is easy/simple/guaranteed!
10. Trading with Mitrade is simple/safe/with low risk.
11. Start trading as your new career!