

# IG INSTITUTIONAL

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# ABOUT IG

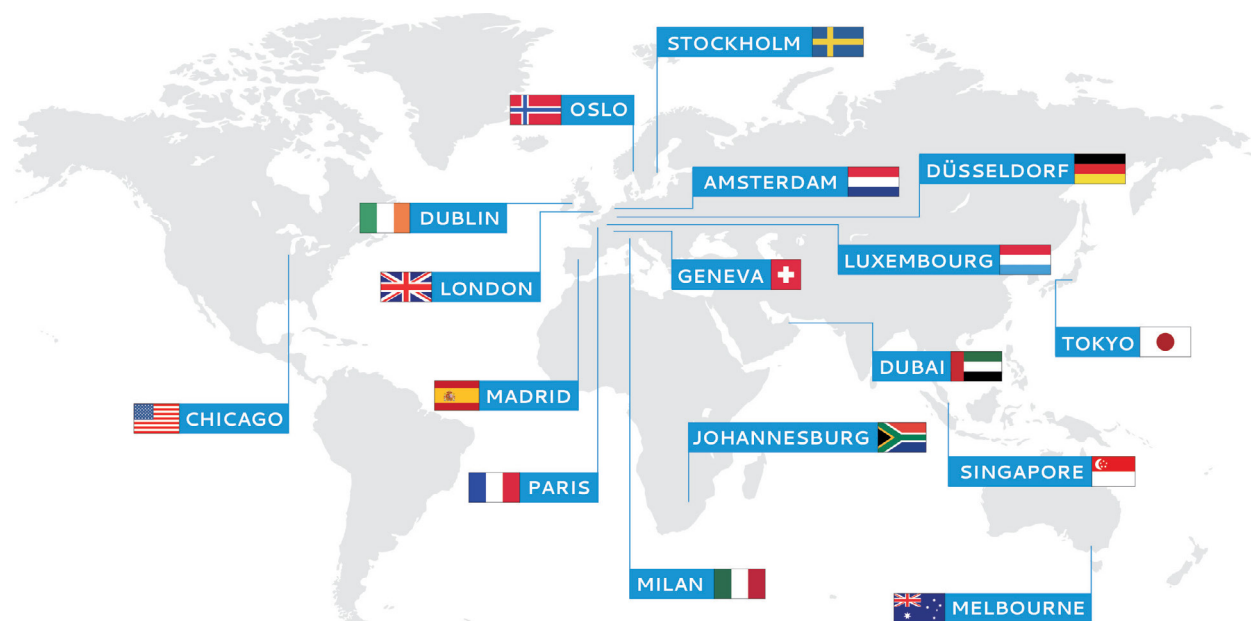
## OUR HISTORY

Founded in London in 1974, IG began by inventing a new way for people to trade on the price of gold. Since then, we've grown to become a global leader in online trading<sup>1</sup> with offices in 17 countries and a market cap of £2.9 billion (as of May 2015).

We created the concept of financial spread betting, enabling clients to deal on the price of gold as an index rather than trading the commodity itself. This made the market far more accessible and removed the prohibitive costs associated with commodity trading. The company was originally called IG Index.

In the following years we expanded rapidly, underpinned by market-leading technology which supported round-the-clock client trading. We were the first leveraged trading firm to introduce online dealing in 1998, capitalising on the emergence of the internet and an increased awareness of financial products.

We became IG Group in 2000, moving into the CFD market through the addition of IG Markets and continuing to grow. We are now one of the UK's top 200 firms, listed on the London Stock Exchange and a member of the FTSE 250.



<sup>1</sup> No.1 CFD and spread betting provider: for CFDs, based on revenue excluding FX, published financial statements, September 2015; for spread betting, number of active UK financial spread betting accounts (Investment Trends UK Leveraged Trading Report, September 2015).

All trading involves risk. Losses can exceed deposits.

# IG STRATEGY AND VISION

Our company vision is to become the default choice for active traders globally. We've set out the following five objectives designed to help us achieve this goal.

## **Address the needs of active traders**

We have the infrastructure to support those who trade frequently or place large trades. These clients demand the very best from our services, and we aim to meet their needs as they evolve over time by expanding and adapting our suite of products and platform functionality, both proactively and reactively.

## **Deliver quality service to clients**

Our vision is to deliver an industry-leading, world-class service to our clients, and for the quality of our customer care to be viewed as a competitive advantage. We aim to make our clients feel secure and confident in trading with us by providing fast, reliable execution, and transparent pricing as well as investing in education and market insight resources. Backing this up with outstanding online and helpdesk support enables us to attract and retain valuable active clients.

## **Sustain technology leadership**

Our original focus on delivering technological excellence helped us build a highly profitable business. Our financial strength now enables us to maintain a high level of investment in IT development and infrastructure to remain at the forefront of the industry, with superior platforms, technology, tools and resources. The strength of our platform and its proven resilience over a long period of time are essential in acquiring and retaining clients, and maximising the length and value of a client relationship.

## **Achieve, maintain or extend market leadership**

Our market leadership is a result of an award-winning platform and product offering, combined with a client-centred service ethos. By delivering this we can ensure the long-term success of our business. We are a global leader in online trading, with the aim to become the default choice for active traders. We are currently the No.1<sup>2</sup> global provider of CFDs and financial spread betting, and a recognised authority on financial trading. We have achieved this position by focusing on what traders need: technology, platform functionality, education and research, services and product breadth, all supported by excellent customer service. We will remain focused on achieving, maintaining, or extending market leadership in each of the markets and regions in which we operate.

## **Strengthen global presence**

We began our expansion outside the UK in 2002, opening an office in Australia. We now have sales offices in 17 countries, serving clients in the vast majority of the countries of the world. We have used a consistent and purposeful approach in growing our client base, both in established and new regions. Our single global brand – IG – helps us to develop our reach and increase our market penetration. This includes targeting additional countries beyond those in which we already operate, using dynamic and responsive online tools.

<sup>2</sup> No.1 CFD and spread betting provider: for CFDs, based on revenue excluding FX, published financial statements, September 2015; for spread betting, number of active UK financial spread betting accounts (Investment Trends UK Leveraged Trading Report, September 2015).

# HOW IG PROVIDES THE BEST

## IG GROUP TODAY

We currently have over 136,000 clients worldwide (as of May 2015), making millions of transactions per month. In the year to May 2015, we achieved underlying revenue of £400.2 million (\$578.2 million) and profit before tax (PBT) of £193.2 million (\$279.2 million).

In 2014 we celebrated our 40th anniversary. Through the past 40 years our operating model and risk management strategy have been thoroughly tested and have proved highly resilient. A long history of profitability has produced the financial strength visible today, which provides both the capital and liquidity we need in our regulated environment, as well as supporting our future growth.

Our business has continually adapted to a changing technological and economic backdrop, and we will continue to innovate as we look to the next phase of our development.

### How we provide fast, reliable execution

Our systems are built to cope with a huge number of trades very quickly:

- Over 21 million orders accepted (October-December 2015)
- 99.96% core platform uptime (average per month, 12 months to February 2016)

And our robust platforms are engineered to cope with large volumes of traffic:

- More than 43,000 unique daily web users (February 2016)
- More than 41,000 unique daily mobile users (February 2016)

### How we give you the best price

We guarantee we will never fill your trade at a level worse than the one you requested, and if the market moves against you after you have submitted your order, we'll ask you to resubmit your order rather than filling it at a price you don't want. When markets can change in milliseconds, our price improvement technology means that if a better price becomes available as you click to trade, we can give you that price. Our clients have saved over £47 million thanks to price improvement (as at January 2016).

## IG Innovation and Technology

Product and technological innovation have been key elements of our successful development. As pioneers of the online trading of financial derivatives, our businesses have repeatedly broken new ground, helping IG Group as a whole to become a highly successful and valuable company.

Core to our success are our multiple-award-winning, browser-based trading platform and suite of mobile apps, which enable clients to trade quickly and securely wherever they are.

Our trading platforms combine reliability, even during periods of intense client activity, with a huge range of cutting-edge trading tools and technology.

Some of our other key innovations include:

- **Price improvement:** a unique tool that offers clients the best price in volatile markets
- **Deal-through charts:** advanced, real-time charts that let clients trade directly from the chart
- **PureDMA:** the UK's first browser-based direct market access (DMA) service
- **L2 Dealer:** our own downloadable DMA platform. Ideal for advanced orders and algorithmic trading
- **MTFs:** our smart order router allows us to access multiple price feeds, including dark liquidity pools, to ensure clients get the best prices

Our commitment to outstanding trading technology that is as reliable as it is powerful sets us apart from our competitors and ensures our status as a true market leader.



# WHY IG

We offer clients a large portfolio of instruments to trade, including indices, shares, forex and commodities, through our award-winning platforms. In addition, we offer trading opportunities on interest rates, government bonds, exchange-traded funds (ETFs) and a number of other markets.

We also provide our products through a number of third-party institutional providers, chosen carefully to ensure they maintain our strict standards of regulatory compliance as well as fitting our risk profile. Of our active clients, approximately 10% were introduced by our partners in the financial year ended 31 May 2015. Our partners generate new revenue streams using their marketing and sales capabilities while relying on our award-winning dealing platforms, and our expertise in dealing, risk management and client services.

Our dominance in the retail space provides us with unparalleled internal liquidity, which our institutional clients can benefit from. In addition to our own liquidity, institutions can gain access to a wide selection of liquidity venues including global banks, liquidity providers, primary exchanges, market makers, brokers and MTF dark pools. Our smart order routing technology immediately routes your order to the relevant venue across multiple order books to increase your chances of being filled.

## Financial performance

KEY PERFORMANCE INDICATOR	2014-2015	2013-2014	2012-2013	2011-2012	2011-2012
TRADING REVENUE	£388.4m	£370.4m	£361.9m	£366.8m	£312.7m
PROFIT BEFORE TAXATION	£169.5m	£194.9m	£192.2m	£185.7m	£163.2m
PROFIT BEFORE TAXATION MARGIN	43.6%	52.6%	53.1%	50.6%	52.2%
EARNINGS	£131.9m	£147.2m	£141.7m	£136.8m	£125.3m
DILUTED EARNINGS PER SHARE	35.99p	40.22p	38.80p	37.54p	32.57p
TOTAL DIVIDEND PER SHARE	28.15p	28.15p	23.25p	22.50p	20.0p
KEY BALANCE SHEET FIGURES	2014-2015	2013-2014	2012-2013	2011-2012	2011-2012
TOTAL EQUITY CAPITAL	£591.4m	£565.9m	£503.2m	£447.1m	£378.9m
LONG-TERM DEBT	£0	£0	£0	£0	£0

[iggroup.com/investor-relations/financial-results](http://iggroup.com/investor-relations/financial-results)

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# IG PRODUCTS

## CONTRACTS FOR DIFFERENCE AND FX

Contracts for difference (CFDs) are derivatives contracts that enable clients to take advantage of changes in an asset's price, without owning the asset itself.

- We are the world's No.1 CFD provider<sup>3</sup>
- Opportunities in over 10,000 markets: indices, forex, shares, commodities and more

### Indices

- **More than 30 indices**  
Opportunities across more than 30 major and niche global indices
- **24-hour dealing**  
On 16 indices, including Wall St and FTSE 100
- **Sunday trading**  
Speculate on our-of-hours trading on Wall St, FTSE 100 and Germany 30 with the option to offset traditional weekday positions
- **Fixed spreads on most indices**  
Starting from 1 point on FTSE 100 and Germany 30
- **Access deep liquidity**  
Execute larger trades using IG's superior trading technology and deep internal liquidity pool

### Forex

- **Leading FX provider**  
We're the UK's No.1 retail forex provider<sup>4</sup>
- **OTC and DMA prices**  
Access and execute on both OTC and DMA FX prices
- **Direct market access**  
Interbank liquidity and full market transparency with our direct market access service, Forex Direct
- **Deal on bitcoin prices**  
Without having to buy and store actual bitcoins
- **Low DMA spreads**  
See below table for our average FX DMA spreads

### Average FX Direct spread\*

	EUR/USD	USD/JPY	AUD/USD	GBP/USD	USD/CAD	EUR/JPY	GBP/JPY
JAN-16	0.252	0.319	0.520	0.793	0.652	0.641	1.333
FEB-16	0.248	0.329	0.502	0.831	0.758	0.633	1.552
MAR-16	0.264	0.293	0.512	0.992	0.888	0.703	1.744

\*Time-weighted (22:00-20:00 GMT) average spread by trade (quoted to three decimal places).

<sup>3</sup> IG is the world's largest retail CFD provider by revenue (excluding FX). Source: Published financial statements, September 2015.

<sup>4</sup> UK's largest retail FX provider based on number of active accounts (Investment Trends UK Leveraged Trading Report September 2015).

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# IG PRODUCTS

## Commodities

- **Trade commodities on margin**  
Gain full exposure trading CFDs with just a small initial deposit
- **Undated commodities**  
In addition to our traditional commodity futures contracts, you can take a cost-effective short-term view on 26 key commodity markets with no expiries and continuous charting
- **Unique range of markets**  
Trade CFDs on a wide range of popular and niche metals, energies and softs
- **Sophisticated risk management**  
Use our risk management tools to manage your positions even in volatile times

## 3 WAYS TO TRADE EQUITIES WITH IG

### CFD equities

- **Tax-efficient share trading**  
Trade CFDs with no stamp duty to pay
- **Access over 8000 markets**  
Low margins and competitive spreads on a wide range of popular global stocks
- **Direct market access**  
Execute your orders against multiple liquidity venues, including primary exchanges, MTFs, dedicated market makers and dark pools
- **Use algorithmic trading**  
Achieve reduced price impact, greater liquidity, and targeted price arrivals with our advanced technology
- **Low commissions**  
0.1% per side on UK equities and two cents per share on US equities

### Physical share dealing

- **Best prices**  
Access to live streaming prices sourced from multiple trading venues, from which you can trade at the click of a button
- **Execution**  
Fast, reliable execution with the option to trade at quote or on the exchange
- **Low commissions**  
Commission from just £5 on UK shares
- **International equities**  
Cost-effective option for a multi-currency account with currency conversion charges of just 0.3%
- **Collateral**  
The ability to use a share portfolio as collateral to cover the margin on a leveraged account with us

### Spread betting

- **Tax-efficient share trading**  
Tax-free<sup>5</sup> profits and no stamp duty or commission to pay
- **Low spreads**  
Permanently low spreads across all share markets
- **Quarterly bets**  
For a longer term view you can trade equities with no financing costs
- **Currency flexibility**  
Be in control of your currency exposure by trading in the currency of your choice

## Spread betting

Financial spread betting in the UK and Ireland is a tax-free<sup>5</sup> way to deal with the markets by betting on the price movement of an asset. We are the UK's largest and longest-running spread betting provider, holding 40% of the UK financial spread betting market.

## Binaries

Our pioneering binary contracts are based on a single question: 'will the underlying market behave in a specific way before the contract expires?' Clients use their knowledge of the financial markets to decide whether the answer will be yes or no. We also offer 'sprint markets' – high-speed, fixed-risk trades.

Our binary contracts allow clients to know their full exposure up front and are unrestricted by low volatility, providing opportunities to trade in even the flattest markets.

<sup>5</sup> Tax laws are subject to change and depend on individual circumstances. Tax law may differ in a jurisdiction other than the UK.

# IG INSTITUTIONAL OFFERING

## WHO WE WORK WITH

### Financial institutions and hedge funds

We offer a complete trading solution for institutional clients looking for a mini prime broker solution. Our DMA service gives you access to deep liquidity through multiple venues, and you'll be able to execute large trades on OTC products with our unparalleled internal liquidity pool. Our downloadable DMA platform L2 Dealer provides powerful, flexible DMA access for advanced traders. We are also connected to Bloomberg EMSX, and have award-winning web and mobile platforms.

### Regulated introducing brokers

If you have the correct regulatory permissions you can choose to take an active approach by trading on behalf of your clients. We have the legal and IT framework to help regulated brokers with power of attorney offer a competitive service to their clients. This can be done in the form of a standard IB arrangement or through a white label agreement.

## WHAT WE CAN OFFER

### Terminals and APIs

Connect your own front-end solutions, from Bloomberg terminals to APIs, to our full range of products, including FX, binaries, indices, commodities and share CFDs by connecting to our systems using robust Secure Sockets Layer (SSL) technology.

Our API supports pricing, trading and account streaming information. We offer both DMA and OTC solutions as well as Straight Through Processing (STP) via the industry standard FIX Protocol.

- **FIX DMA** – Available for FX and equities, on which you can assess underlying exchanges and multiple liquidity venues whilst using algorithms to trade automatically
- **FIX OTC** – Expand your range of products by using FIX for our OTC prices
- **Web API** – Offers an easy way to get market data, historical prices and execute trades against any of your IG accounts. It can be used with Excel (VBA), .NET, Java and any programming language that supports HTTP

### White labels

Our white label solution consists of a fully-branded stand-alone website and dealing platform. Clients are seamlessly directed to this site from your own website so that they can open an account and access our platform online.

We can tailor the product range and default layout of the dealing platform to your requirements. Alternatively, if you prefer not to direct your clients to a stand-alone site, we can work with you to embed the relevant content and agreements into your existing website using the iFrame solution to deliver an execution-only service.

Our profile manager tool allows you to manage client portfolios and trade across multiple client accounts. You can manage your client accounts with our CRM tool 'Client Manager', which provides real-time back office functionality and the ability to export reports or have them sent via SFTP.

### Omnibus agreement

If you have an existing client base and wish to generate revenues from advising and trading then you can choose from the two types of omnibus agreement below, where your clients contract solely with you. These allow you to keep your client base anonymous but have the logistics (sub-account opening, trade support, back office) managed by IG, an established partner and provider of services.

- **Online** This maintains client confidentiality while still allowing clients to take advantage of our award-winning platforms or your front-end trading systems – all under your own brand.
- **Offline** The omnibus partner does all trading. Platforms and data are only provided to the partner. IG generates statements which are neutral. The end client cannot trade for themselves.





# IG TRADING PLATFORMS

## WEB-BASED TRADING PLATFORM

There's no need to download any software with our browser-based platform, and you can customise the layout to suit your needs. You can trade both OTC and DMA through our web platform, using DMA access to view market depth for FX, equity CFDs and share dealing.

We have a range of features available on the platform including one-click dealing, trading alerts, dealing from charts and Reuters news feeds. We're always looking for more innovative ways to improve our clients' experience.

## L2 Dealer platform

Our downloadable DMA platform provides powerful and flexible DMA access for advanced traders. Initially designed for our own traders, the platform gives you professional order control with a wide range of order types, the ability to place algorithmic trades, and easy-to-use profile trading.

## Mobile platforms

We offer apps across all major mobile and tablet devices, including Apple Watch. Each of our apps are natively designed to give you the best possible mobile trading experience. They're all free to download, and you can trade confidently with secure 256-bit SSL encryption.



## MetaTrader 4 platform

Trade FX and indices through our Metatrader 4 platform download. We offer ultra-fast trading with no third-party bridges, virtual private servers, round-the-clock customer support and enhanced trading through Autochartist and Trading Central add-ons.

# IG SUPPORT

## Reporting

For advanced reporting we have a web-based back office application which gives you total visibility of your accounts with real-time back office functionality. You can export multiple reports or schedule them to be sent via SFTP.

## Phone dealing

We have a phone brokerage service for which our dealing desk is open 24 hours a day between 11pm on Sunday (9pm for forex) and 10.15pm on Friday.

## 24-hour support

We have dedicated technical support teams for all of our platforms and also for our terminals and API services. We pride ourselves on our high standard of customer service – providing 24-hour telephone support from 8am Sunday to 10pm Friday, and 9am to 5pm Saturday.

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