



# GUIDING PRINCIPLES

The Popular Investor Program





# TABLE OF CONTENT

**04** | eToro's Popular Investor Program Principles

**08** | Interacting with eToro

**09** | How to choose an eToro profile picture like a pro

**12** | How to write successful bio content

# We are delighted you are a Popular Investor on eToro

eToro's world leading financial marketplace is the heartbeat of the platform and at the forefront of the revolution in finance. By being accepted to the program you are now part of an exclusive group of investors on eToro who have the privilege to grow their AUC and financial business by accessing millions of traders on our platform from all around the world. We can't wait to get started and work together to help you build your financial business on eToro.



\*AUC — Assets Under Copy

You have now entered into a partnership with eToro, where we hope to build a long lasting beneficial relationship for both parties. Having that special star next to your name not only entitles you to gain more copiers and investors, but also understandably brings with it the following expectations and responsibilities:



## Brand Ambassador

All of our Popular Investors are seen by many of our traders as community leaders, as such we expect them all to endorse eToro's brand in a positive way and cooperate in assisting eToro in growing the business. **The more eToro grows, the larger pool of investors and copiers you will get in return.** Let's work together.



## Communication

By having copiers investing in your strategy, you have an obligation to communicate with these individuals, establish trust — maintaining a professional approach at all times. Bringing added value and high quality content to the community will provide you increased exposure. You are not going to grow your AUC significantly if you are apathetic towards your copiers/ investors or if you communicate in a negative manner in public.



## Transparency

Please provide a clear explanation of your trading strategy, who you are and when you plan to make changes in your investment portfolio. It's important our community of copiers/investors know what's happening with their money. Building trust with our community and likewise with our staff will no doubt assist you in growing your AUC.



## Cooperation

eToro has a large number of employees in various departments that are here 24/6 to help you with a range of matters. Reach out to your personal contacts here, whenever you need assistance or our Customer Service team if it is an urgent issue. Please have patience if there are technical or market liquidity issues (which can occur). If you have questions contact us directly. When we do not work together, it will be harder for you to achieve your goals on the platform. Please do not bring both yours and our reputation into disrepute by damaging eToro's brand in public, this would be counter-productive to our longterm goals.



## Community

The Popular Investor Program is a community of like-minded individuals. Cooperate and build rapport with one another rather than compete. Use your bright minds to help grow one another's AUC and overcome challenges. You will benefit in the long-run from working together rather than against one another.





### Marketing Your Profile

Any marketing outside of eToro should be synced with the Popular Investor Team and done in a compliant and professional manner. Do not rely and feel solely dependent on the Popular Investor Team to help grow your business. The most successful Popular Investors are those that understand it is in their hand's to grow their AUC.



### Personal Challenges

We are all human and face everyday challenges to our lives. If you feel this may affect your investment strategy, reach out to the Popular Investor team and this will be handled in a confidential and professional manner. Try to avoid disclosing such information on the feed and to your copiers without first consulting and disclosing this with eToro staff.



### Trade Responsibly

It is expected that Popular Investor's familiarize themselves with the risk score, standard deviation and other aspects of how market volatility works in order to meet the responsible trading guidelines as set out in the Program. High risk, high leverage and irresponsible trading will not be tolerated. Any attempts to generate profits from sinister means can result in being removed from the Program and blocked from trading on the eToro platform.

## TCF Principles (Treating Copiers Fairly)

Copiers should be confident they are dealing with a Popular Investor who places their copiers central to their culture and focus on the platform.

### Misleading

Popular Investors should not provide misleading information to copiers, such as; predictions of high gains, inaccurate past performance, exaggerated information on their bio or plagiarising content on the feed.

### Equal Treatment

All copiers should be treated fairly and equally.

### Communications

Copiers should receive regular feed updates at least once a month from their Popular Investor and the Popular Investor should endeavor to try their hardest to answer client queries.

### Transparency & clear information

All content, bio and images presented by the Popular Investor should be done so in a clear and professional manner.

### Platform Issues

Any platform issues or concerns that the Popular Investor may have should be addressed in a calm manner directly to eToro staff so they can handle and resolve the issue.

### Investment Strategy

Copiers are presented with a strategy that should not change dramatically over time and are within the Program's responsible trading guidelines. Any changes to the investment strategy should be communicated with copiers on the feed clearly, transparently in advance and in coordination with eToro's Investment Team.

**Note** — Popular Investors should abide by the Program's Guiding Principles at all times. These may change, so it is important you refer to them on an ongoing basis.





## Interacting with eToro

### Popular Investor Team, Account Manager and Customer Support

eToro has a large number of employees in various departments that are here 24/6 to help you with a range of matters. Reach out to your personal contacts here, whenever you need assistance or our Customer Service team if it is an urgent issue. Please have patience if there are technical or market liquidity issues (which can occur).

If you have a **technical issue** that needs to be dealt with urgently, please contact eToro's Customer Service: <https://www.etoro.com/customer-service>

## How to choose an eToro profile picture like a pro

### 7 Profile Picture Suggestions You Need to Know

If a picture is worth a thousand words, what does your professional photo say about you?

On a professional networking site such as eToro, your picture may affect the opportunities that come your way — especially if you haven't met the other party in person.

An eye-tracking heatmap created by job site TheLadders found that recruiters spend 19% of their time on your online profile looking at your picture. Not as much time is spent on your skills or past work experience. Therefore, your picture plays a big role in whether you're able to interest a recruiter enough to reach out to you.

You want to look like a credible, confident, and professional person who anyone would want to have in their office. Career coach Barbara Pachter outlines guidelines for professional profile pictures in her latest book "The Essentials of Business Etiquette."

We pulled out the most important ones you need to know.



Recruiters spend  
**19% of  
their time**  
on your online profile  
**looking at  
your picture**



1

### Always use a photo

"It is important to include a photograph," says Pachter. "It can also help in making sure that people know that they have connected with the right person." For example, there may be many people named Bill Thomas, so a photo helps identify the right Bill Thomas. LinkedIn profiles with a photo are seven times more likely to be viewed than ones without an uploaded photo.

2

### Use a recent photo of yourself

We like to post photos that we think look like the best version of ourselves, but if your photo was taken eight to 10 years ago, it's too old, says Pachter. If people are surprised when they meet you in person because you look nothing like your picture, they may wonder why you posted such a misleading photo.

3

### Be the only subject in the photo

It's your professional profile picture, so it should focus on you. This means no inanimate objects, group shots, or photos of you with your significant other, child, or pets.

4

### Your face should be in focus

"The background can be slightly out of focus, but your 4 features need to be sharp, not blurred" says Pachter. If there are darker shadows in the background, make sure they aren't obscuring your face.

5

### Wear professional or business casual attire

"Appear as you usually would in a business situation" says Pachter. "This may also mean that you are freshly shaven or wearing [appropriate] makeup and jewelry." Never post a photo of yourself at the beach, in a night club, or even running a marathon.

6

### Keep your head straight and upright

Pachter says women, in particular, tend to tilt their heads in photos, which makes them look less self-assured. Again, this is your professional photo, so you need to look confident and capable in it.

7

### Use a pleasant facial expression

You need to look like someone others will want to work with, Pachter advises. This means looking pleasant and confident and not having a "too serious" look on your face. "Photos should express vivaciousness and life," she says. "Not sad, angry, or vacant stares. Also, stick to color rather than black and white shots."

## How to write successful bio content

You never get a second chance to make a first impression

### Short Bio

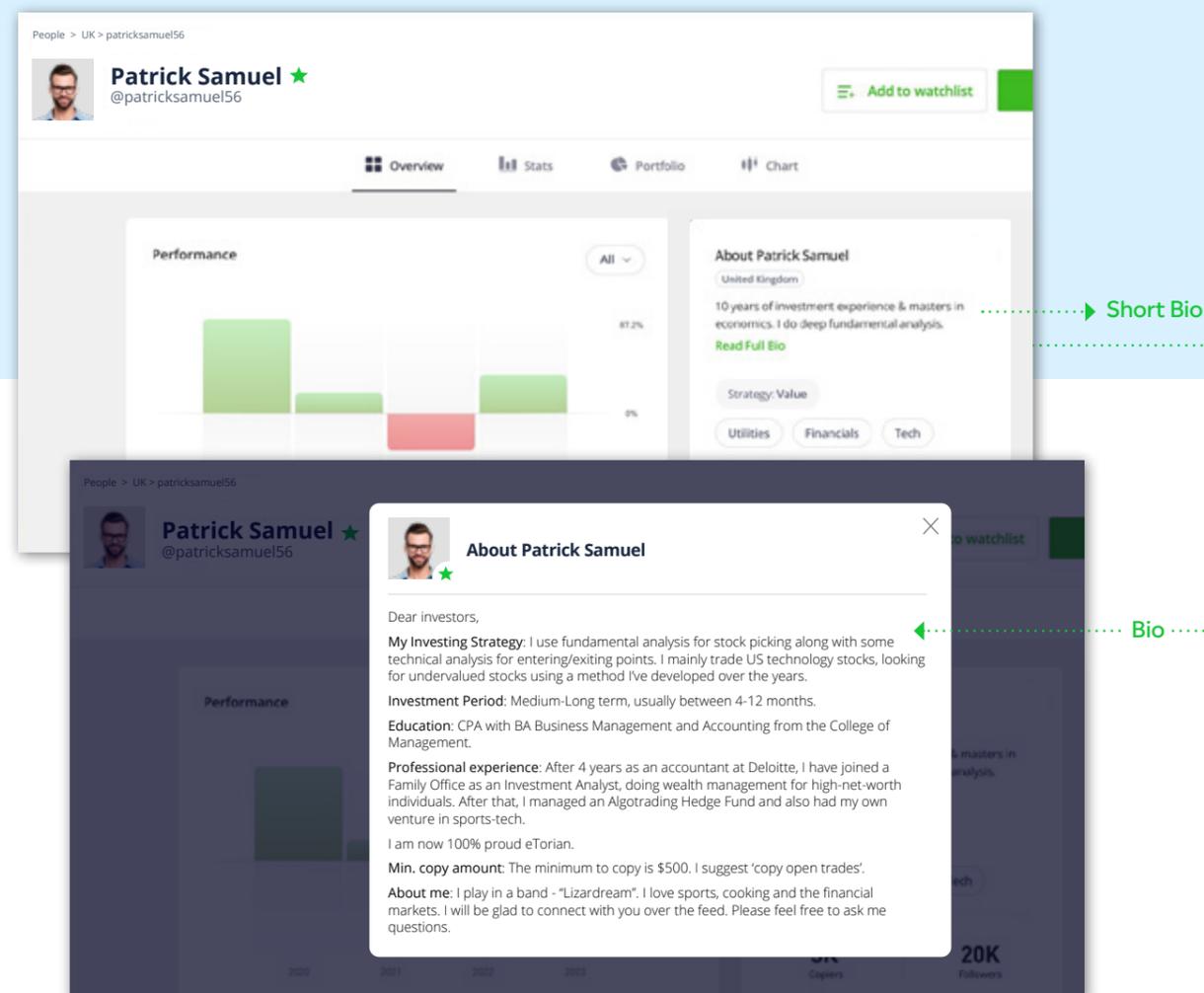
This feature allows you to provide a headline helping users gain a better understanding of who you are as an investor. Your short bio (maximum 90 characters) will be displayed on your profile page and various other places across our platform.

It will help you to distinguish yourself from the crowd and increase your profile visibility, making it easier to gain more copiers and followers.

### Bio

Look at the top of your profile, next to the profile picture, you can see your bio. The bio is a brief description that enables you to present yourself effectively.

Remember — your bio is a great opportunity to build a professional profile that creates added value for your copiers and followers.



Here are some tips to help you build a successful bio:

- Write your name and location
- Mention a suitable minimal copy/investment amount
- Explain about the ideas behind your investment strategy
- Note what is your investment horizon
- Explain about your educational and professional background
- Add a personal note

# DO'S DON'TS

- Curse or use abusive language
- Write complex language — keep it simple :)
- Write too many irrelevant details or topics — stay focused!
- Write your bio without explaining your investment strategy

Example for a bio template



Jane Kor  
UK • about 5 years ago

*For illustrative purposes*



Hello fellow investors,

My name is Jane Kor I Live in the UK.

I am an equity investor. ....

**Strategy type**

I use fundamental analysis for stock picking along with some technical analysis for entering/exiting positions. looking for undervalued stocks using a method I've developed over the years. ....

**Strategy Description**

I hold my positions for the medium-long term, usually between 4-12 months. ....

**Investment Period**

I am a CPA with BA Business Management and Accounting from Durham University. ....

**Education**

After 4 years as an accountant at Deloitte, I have joined a Family Office as an Investment Analyst, doing wealth management for high-net-worth individuals. After that, I managed an Algotrading Hedge Fund and also had my own venture in sports-tech. I am now a 100% proud eTorian. ....

**Professional experience**

My minimum suggested copy amount is \$500 and click 'copy open trades'. ....

**Min. copy amount**

On a personal note — I play in a band called "Lizardream". I love sports, cooking and the financial markets. ....

**Personal note**

I will be glad to connect with you over the feed. Please feel free to ask me questions.



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#### **eToro (EUROPE) LIMITED**

A company registered in the Republic of Cyprus. Registered number: HE 200585  
Corporate Address: KIBC 7th Floor, 4 Profiti Ilias Street, Germasoyia, Limassol 4046

#### **eToro (UK) LIMITED**

A company registered in England and Wales. Registered number: 07973792  
Corporate Address: 42nd floor, One Canada Square, Canary Wharf London E14 5AB

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