



Binary.com
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BINARY INVESTMENTS (EUROPE) LTD

KEY INFORMATION DOCUMENT

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KEY INFORMATION DOCUMENT

Purpose of the document

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Description of the Product

Up/Down

This product is being offered by Binary Investments (Europe) Ltd (hereinafter referred to as “The Company,” “our,” “we” or “BIEL”). Binary Investments (Europe) Ltd is licensed and regulated by the Malta Financial Services Authority and is authorized to provide services in other EU Member States through EU Passporting rights.

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You are about to purchase a product that is not simple and may be difficult to understand

What is this product?

Type

Binary Options

Binary options are called ‘binary’ because there can be only two outcomes, depending on whether an event occurs at the time the binary option expires:

- If your prediction is correct, you receive a fixed amount of payout that is determined and disclosed at the start of the contract.
- If your prediction is incorrect, you lose the amount you invested to purchase the contract.

Objectives

The objective of this document is to give you a better understanding of the Up/Down product. This product is subcategorized into two – the Rise/Fall and the Higher/Lower.

Both the Rise/Fall and the Higher/Lower are path-independent binary option contracts. This is due to the fact that the fixed and pre-determined payout for this type of binary option contract depends solely on the events specified to take place upon expiration, rather than the path taken by the variable (e.g., price, rate, index, etc.) of the underlying instrument. It is irrelevant which route the variable of the underlying instrument takes prior to expiration.

1. Rise/Fall

Predict that the underlying financial instrument will rise or fall from its current level

‘Rise’ - you win the payout if the exit spot price is **strictly higher** than the entry spot price.

‘Fall’ - you win the payout if the exit spot price is **strictly lower** than the entry spot price.

If you select a start time of "Now", the start time is the time at which the contract is processed by our servers and the entry spot is the next tick thereafter. If you select a start time in the future, the start time is that which is selected and the entry spot is the price in effect at that time.

The exit spot is the last tick at or before the end time.

If you select a start time of "Now", the end time is the selected number of minutes/hours after the start time (if less than one day in duration), or at the end of the trading day (if one day or more in duration). If you select a specific end time, the end time is the selected time.

The price of the underlying asset is determined in real-time.

A Rise/Fall contract may be placed on major and minor FX pairs, Smart FX, Indices, OTC Stocks, OTC Indices and Commodities. The expiry time or date is predetermined by you prior to purchasing the contract. The minimum duration for a Rise/Fall contract is 5 ticks whereas the maximum is of 365 days. Durations available may vary for selected underlying assets. For more information, please visit our ***Asset Index***.

A Rise/Fall contract may be closed out prior to the expiry time or expiry date. The option to cash in early is not guaranteed and is subject to the conditions of the underlying instrument as well as the data available at the time. The Company has and retains the right, to terminate any contract for any of the reasons outlined in our ***Terms and Conditions***.

2. Higher/Lower

Predict that the underlying financial instrument will end higher or lower than a specified price target.

‘Higher’ - you win the payout if the exit spot price is **strictly higher** than the predetermined barrier level.

‘Lower’ - you win the payout if the exit spot price is **strictly lower** than the predetermined barrier level.

The exit spot is the last tick at or before the end time.

The end time is the selected number of seconds/minutes/hours after the start time (if less than one day in duration), or at the end of the trading day (if one day or more in duration).

The start time is the time at which the contract is processed by our servers.

The price of the underlying asset is determined in real-time.

A Higher/Lower contract may be placed on major FX pairs, on selected Indices (Asia/Oceania and Americas Indices) and on selected Commodities (Metals only). The expiry time or date is predetermined by you prior to purchasing the contract. The minimum duration for a Higher/Lower contract is 15 minutes whereas the maximum is of 365 days. Durations available may vary for selected underlying assets. For more information, please visit our **Asset Index**.

A Higher/Lower contract may be closed out prior to the expiry time or expiry date. The option to cash in early is not guaranteed and is subject to the conditions of the underlying instrument as well as the data available at the time. The Company has and retains the right, to terminate any trade for any of the reasons outlined in our **Terms and Conditions**.

Risk Profile

With an Up/Down contract your risk is always limited to the amount you invest i.e. your purchase price.

You select the parameters of your contract, including the payout that you'd like to receive or the amount that you'd like to invest. The percentage return is displayed clearly prior to you purchasing the contract.

The percentage return is calculated as follows:

$$(\text{payout price} - \text{purchase price}) / \text{purchase price} * 100$$

E.g. If the purchase price is EUR100 and the payout is EUR185, the percentage return would be $(185-100)/100*100=85\%$.

The contract price and/or the payout to be received are pre-determined and clearly disclosed upfront. The price is final and with no hidden charges. When the prediction is correct, you will receive the invested amount back, plus the profit determined based on the payout rate (which is also expressed as a percentage over the invested amount).

When pre-determining/calculating the pricing of a contract, we use standard option pricing algorithms (such as Black-Scholes) and consider the factors that may affect the price, such as:

- Spot price;
- Price Movement;
- Implied Volatilities;
- Dividends;
- Expected Level of Interest Rates;
- Expected Dividends;

- Other relevant variations in the underlying contract for the reference date of expiry.

BIEL does not allow trading when the underlying financial instrument is closed. All start and end times for a contract must fall during the opening hours of the underlying financial instrument. As a result, you are safeguarded from placing trades at prices which can differ widely from the closing price of the underlying asset compared to the opening price of the underlying asset.

Positive and Negative Price Changes (k/a Slippage)

Trade prices are constantly updating and all contracts placed are processed at the time and in the sequence they are received by our pricing servers.

Differences can occur between the price at which you request a trade (the “Order Price”), and the price at the time the order is received (the “Base Price”). This is known as “Slippage”.

Order prices will be executed if the order price is within (50% of the company’s commission) x (payout range) centered around the base price. If the order price is outside this range, then the customer will receive the benefit of execution at the base price if it is more favourable; otherwise the trade will not be executed and the client will be provided with a re-quote and re-asked to accept the revised cost due to changes in the underlying market price between the time the ‘purchase’ button is pressed and the order is executed.

Intended Retail Investor

The Up/Down contract is intended for retail clients with a keen interest in trading speculative and complex products.

What are the risks and what could I get in return?

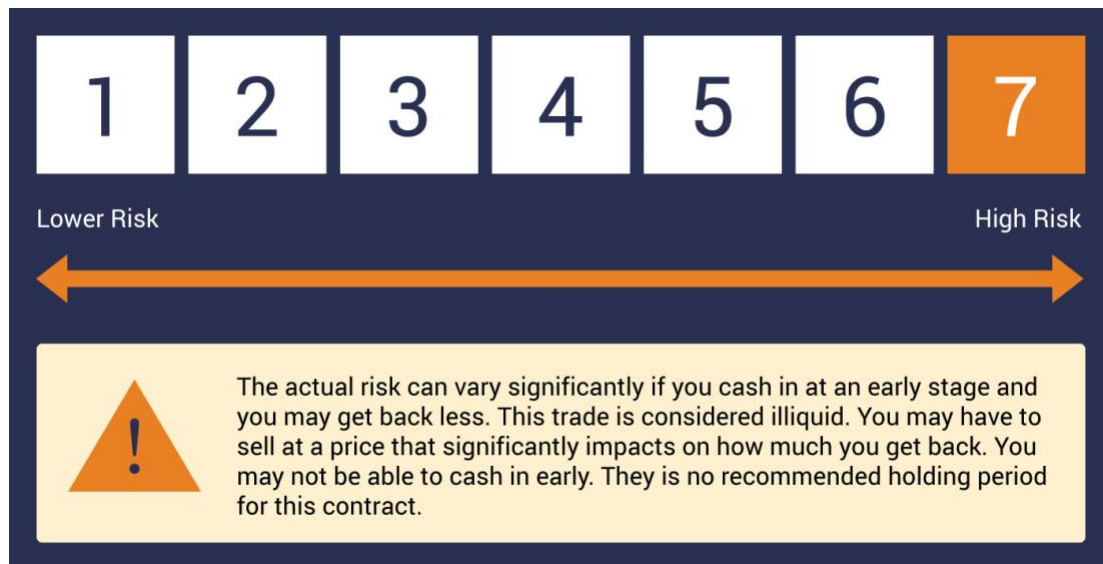
Risk Indicator

With an Up/Down contract your risk level is clearly defined at all times. You select the payout or the amount that you want to invest. Prior to purchasing the contract, you will always know how much you stand to gain or lose. If your prediction is correct, then you get the pre-determined payout in full.

If your prediction is incorrect, your loss will be limited to your initial investment i.e. the amount that you paid for the contract. The maximum you can lose on an Up/Down contract is always a 100%.

There are no hidden charges. There is no risk of incurring additional financial commitments or obligations with this product.

Summary Risk Indicator



The summary risk indicator is a guide to the level of risk of this product compared to other products. We have classified this product as 7 (out of 7) which is the highest risk class. This is due to the fact that with an Up/Down contract your maximum potential loss is of a 100%. If you lose the contract, you lose your entire investment. There is no capital protection when purchasing an Up/Down contract.

If BIEL is unable to pay you what is owed, you could lose your entire investment. However, you may benefit from a consumer protection scheme (see the section “**what happens if we are unable to pay you?**”). The risk indicator shown above does not consider this protection.

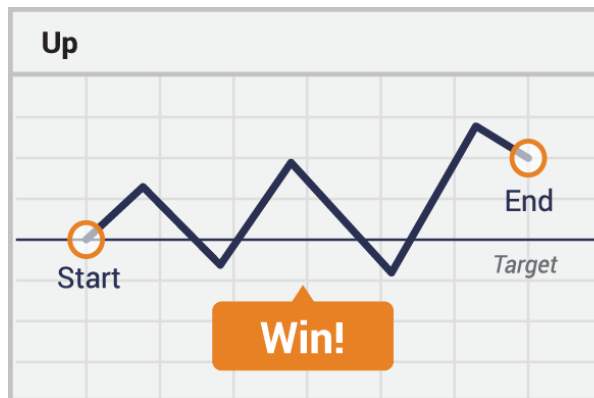
If your bank account is denominated in a currency that is different to the one you’re using on your account, the value of your return may be impacted due to currency fluctuations.

Performance Scenarios

The three performance scenarios for an Up/Down contract are the following:

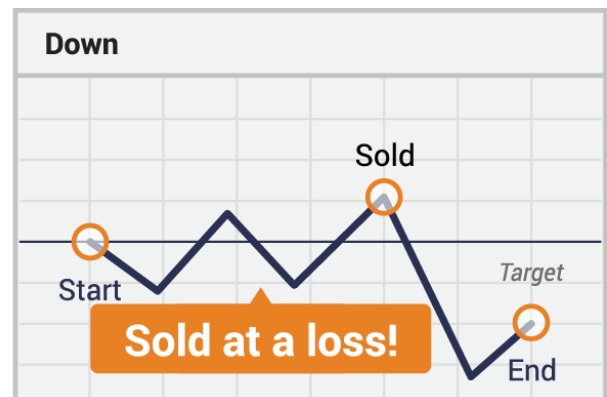
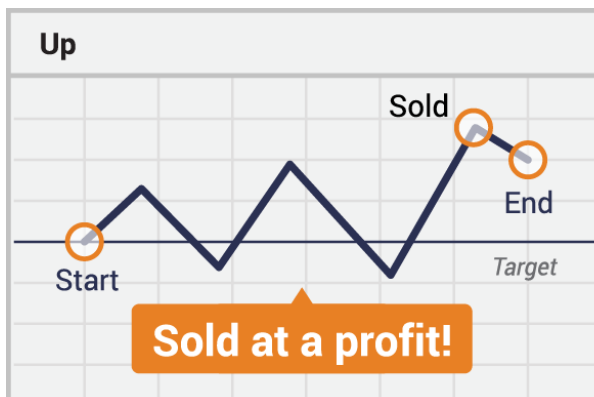
(a) A favourable scenario

A favourable scenario is one where you win the contract and you get the full payout.



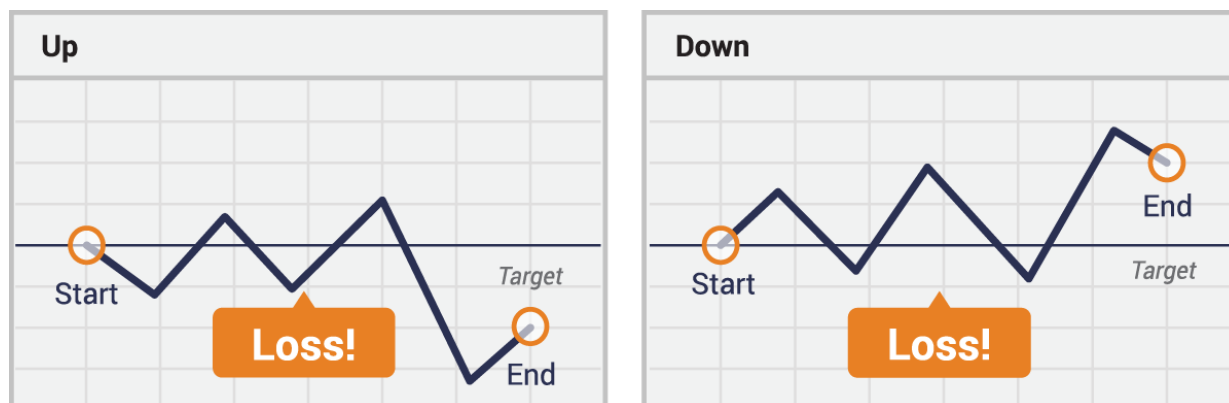
(b) A moderate scenario

A moderate scenario is one where you sell the contract before it expires and you make a profit, or you could sell the contract prior to expiry and get less than what you invested.



(c) An unfavourable scenario

An unfavourable scenario is one where you lose your entire investment



The illustrations above show the possible scenarios for an Up/Down contract.

There is no recommended holding period for this type of investment.

The scenarios presented are only indicative. They are a representation of all the possible outcomes on an Up/Down contract. Outcomes may vary depending on how the underlying instrument performs and how long you keep the contract.

This product may be cashed in early, however, the option to cash in early is not guaranteed and is subject to the conditions of the underlying financial instrument and the data available at the time. When you cash in early you could either make a profit or get less back. You will not need to pay higher costs for cashing in early. Your losses will always be limited to the amount you invest and you can never lose more than this amount.

The cost of your investment will always be equal to your initial cost and no further charges or fees may be incurred at a later stage.

The value of your return may also be impacted as a result of the tax legislation in the country where you reside.

The table below shows the average return for an Up/Down contract. These figures are based on contracts that have been purchased between November 2015 and October 2017.

Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Rise	Commodities	Metals	Gold/USD	178.15	329.42	84.91%
				Platinum/USD	939.78	1697.75	80.65%
						Average Return	82.78%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Rise	Forex	Major Pairs	EURCHF	5.82	10.87	86.77%
				USDCHF	11.74	22.1	88.25%
				USDJPY	11.64	21.39	83.76%
						Average Return	86.26%
			Minor Pairs	NZDJPY	17.6	30.31	72.22%
				NZDUSD	5.82	10.61	82.30%
						Average Return	77.26%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Rise	Indices	OTC Indices	Wall Street OTC Index	1716.3	3076.94	79.28%
						Average Return	79.28%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Fall	Forex	Major Pairs	AUDJPY	5.8	10.81	86.38%
				EURCAD	57.99	108.84	87.69%
				EURGBP	75.66	141.4	86.89%
				EURUSD	123.95	258.57	108.61%
				GBPAUD	92	174.16	89.30%
				GBPJPY	24.56	46.96	91.21%
				USDCAD	97.54	176.75	81.21%
				USDJPY	122	229.91	88.45%
						Average Return	89.97%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Fall	Forex	Minor Pairs	AUDNZD	20.4	37.04	81.57%
				GBPCHE	6.28	11.63	85.19%
				NZDJPY	23.49	43.52	85.27%
				USDNOK	11.59	21.06	81.71%
						Average Return	83.43%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Fall	Indices	Asia/Oceania	Bombay Index	5.89	16.83	185.74%
			Europe/Africa	German Index	5.89	13.36	126.83%
						Average Return	156.28%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Higher	Commodities	Metals	Silver/USD	130.43	136.91	4.97%
						Average Return	4.97%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Higher	Forex	Major Pairs	EURCHF	16.69	17.52	4.97%
				GBPAUD	138.27	145.92	5.53%
				GBPJPY	14.37	26.47	84.20%
				GBPUSD	115.87	121.74	5.07%
				USDCAD	181.38	221.51	22.12%
				USDCHF	17.46	33.05	89.29%
						Average Return	35.20%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Higher	Forex	Minor Pairs	GBPCAD	145.78	154.22	5.79%
						Average Return	5.79%
Contract Type	Contract Type	Contract Underlying	Submarket	Underlying	Buy Price in USD	Payout Price in USD	Potential Return
Up/Down	Higher	Indices	Europe/Africa	German Index	16.53	33.05	99.94%
						Average Return	99.94%

The average return for a Rise/Fall contract between November 2015 and October 2017 was 92.01% (the minimum return was 72.22% and the maximum return was 185.74%).

The average return for a Higher contract between November 2015 and October 2017 was 35.77% (the minimum return was 4.97% and the maximum return was 99.94%).

No Lower contracts were purchased during the above-mentioned period.

Note: With an Up/Down contract the higher the barrier level, the greater the return, but the lower the chances of a favourable outcome.

What happens if Binary Investments (Europe) Ltd is unable to pay out?

If the Company is unable to pay you what is owed, you could lose your entire investment.

Binary Investments Europe Ltd forms part of the *Investor Compensation Scheme* which is a rescue fund for investors that are clients of failed investment firms licensed by the MFSA. The Scheme covers 90% of the Company's net liability to a client in respect of investments which qualify for compensation under the Investment Services Act subject to a maximum payment to any one person of €20,000. The Scheme is based on EC Directive 97/9.

Cover is made available on the basis of the depositor rather than on the basis of the number of deposits, meaning that an individual will only be covered as to €20,000 on the global amount. Any other amount exceeding such threshold is not protected and will thus have to be borne by the investor.

What are the costs?

Costs over time

There are no costs over time for an Up/Down contract. The contract may be held up to 365 days and no additional fees will be charged. There is no risk of incurring additional financial commitments or obligations with this product.

Composition of costs

The table below shows the one-off entry cost that needs to be paid by you when you purchase this product.

Composition of Costs			
One-off costs	Entry costs	3% to 5% commission	An average commission between 3% to 5% on all underlying instruments is already included in the purchase price of the contract.

If you purchase this product via a third-party app that uses a websocket API and that is linked to your Binary account, you may incur an additional markup fee of up to 5%. This markup fee is a

percentage of the contract payout and it is added to the contract price (in addition to the commission charged by BIEL).

How long should I hold it and can I take my money out early?

There is no minimum required or recommended holding period for the Up/Down contract. A contract can be sold if the opposite contract is available to buy on our platform. There are no fees or extra charges for cashing in early.

You could make a profit from cashing in early or you could get back less.

How can I complain?

Complaints may be submitted to *complaints@binary.com*

A complaint may take up to 15 days to be processed from the date of receipt

If your complaint relates to an outcome of a trade or a transaction and remains unresolved, it will turn into a dispute. Should you be unsatisfied with our response, you can choose to escalate your complaint to the regulator.

Unresolved disputes may be escalated to the Office of the Arbiter for Financial Services. Contact details and guidance on making a complaint with the Arbiter's Office can be found **here**.

For more information about Complaints & Disputes, kindly refer to our ***Terms & Conditions***

Other relevant information

Refer to our ***Terms and Conditions*** for any other information.