

eToro: Social Trading Pioneer

Founded 2007 | 30M+ users | 100+ countries

CopyTrader

Auto-copy top traders
with one click

Social Feed

Follow traders
see their moves

Multi-Asset

Stocks, crypto, ETFs
forex, commodities

Smart Portfolios

Themed portfolios
by strategy/sector

Revenue Model:

- Spread fees on trades
- Overnight/weekend fees
 - Withdrawal fees
- Currency conversion
- Interest on cash

Popular Investor Program:

- Get paid for being copied
- Up to 1.5% of AUM annually
- Tiered system (Cadet to Elite)
- Encourages quality trading

2024 Revenue: USD 1.2B+ | Valuation (2021 SPAC): USD 10B