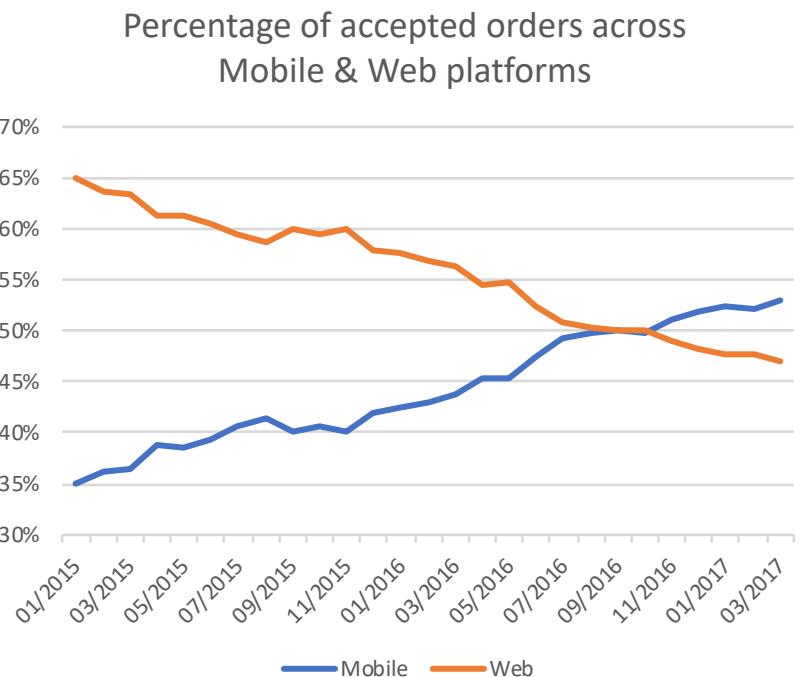
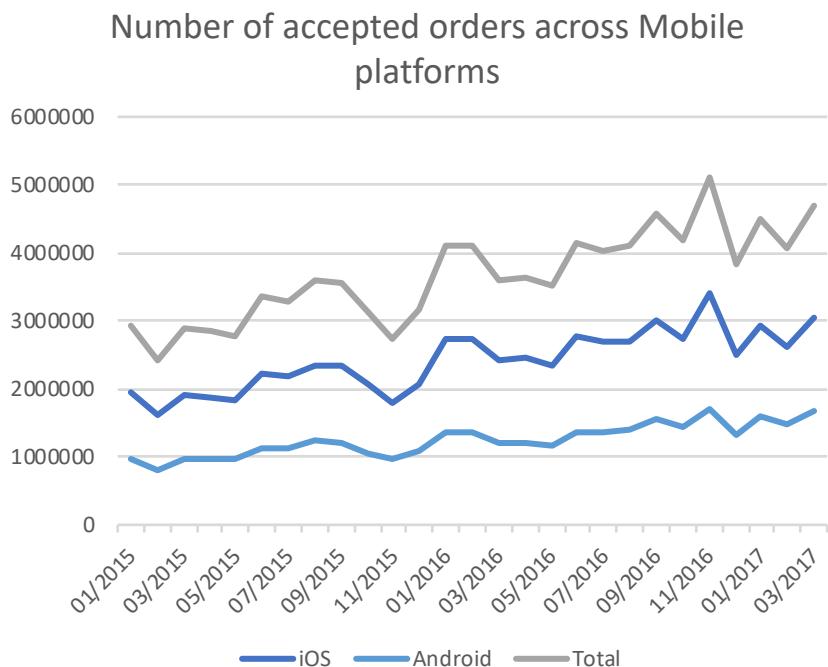




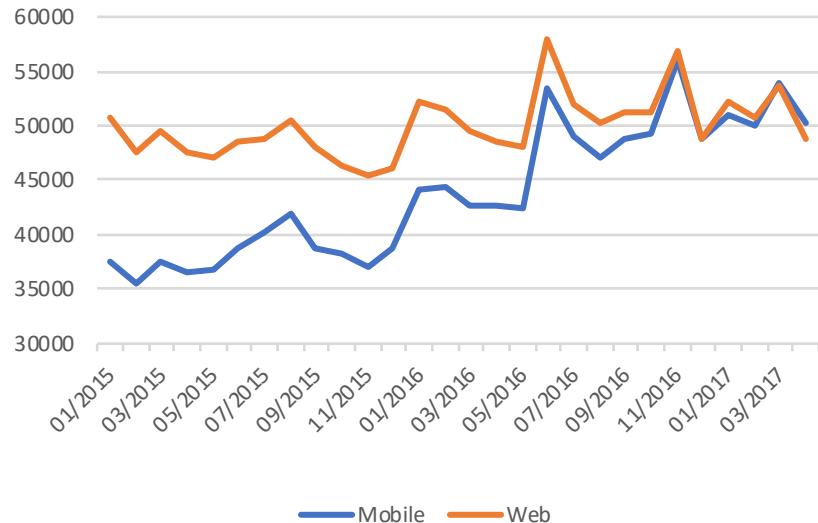
FUTURE OF MOBILE TRADING

Where we are now

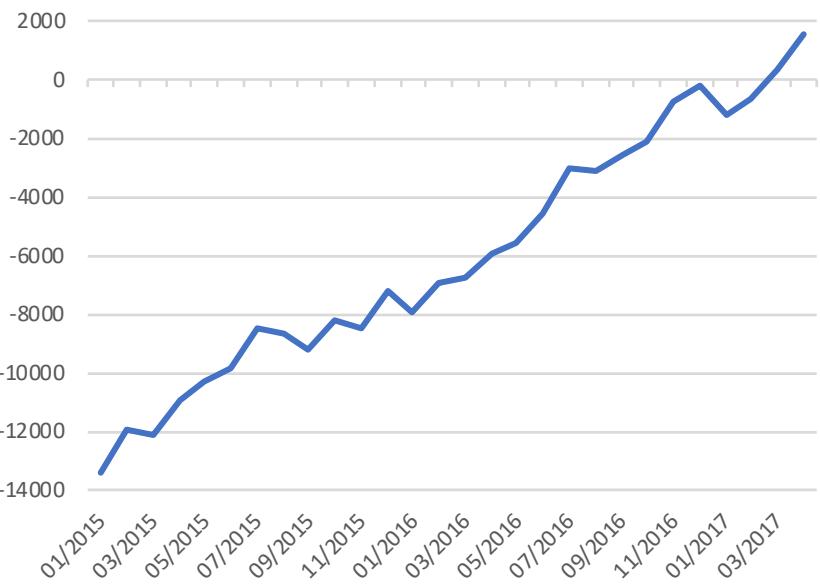


Where we are now

Number of active accounts on Mobile & Web platforms



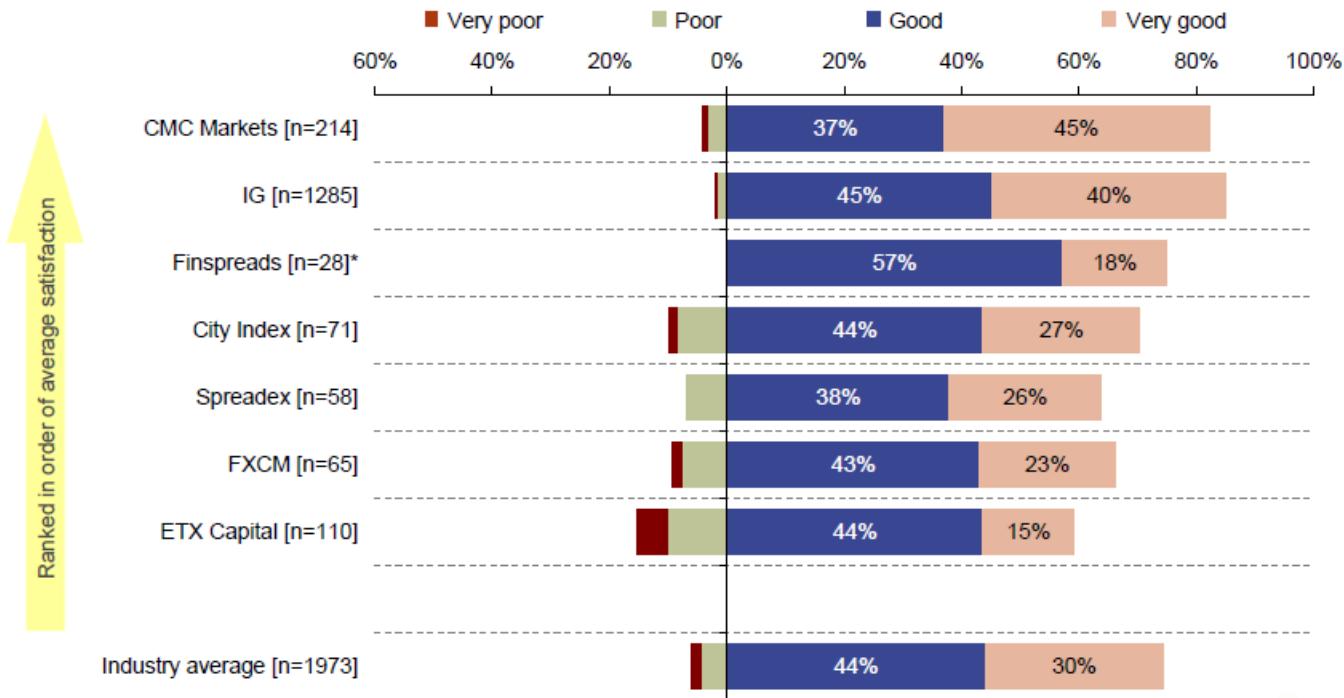
Difference in active accounts on Mobile vs Web platforms



Where we are now

Q23 How would you rate your [MAIN FSB PROVIDER] in the following areas?

Mobile phone/tablet platform/app



*Small sample, indicative only

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Delivery Strategy



Delivery strategy

- Build a community of experts
- Validate solutions early
- Continually improve and deliver
- Expand capacity of parallel working

Platform Strategy

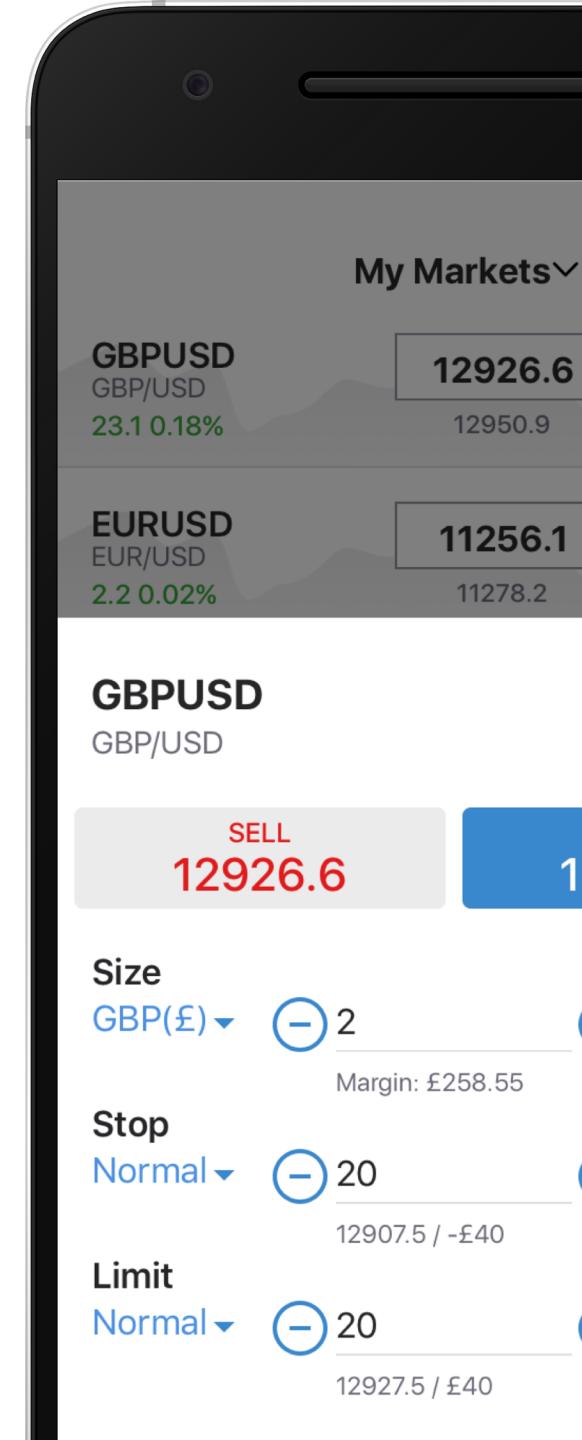
TRADE EVERYWHERE

Streamline the deal flow

One tap deal ticket

Don't lose context

Align with NWTP



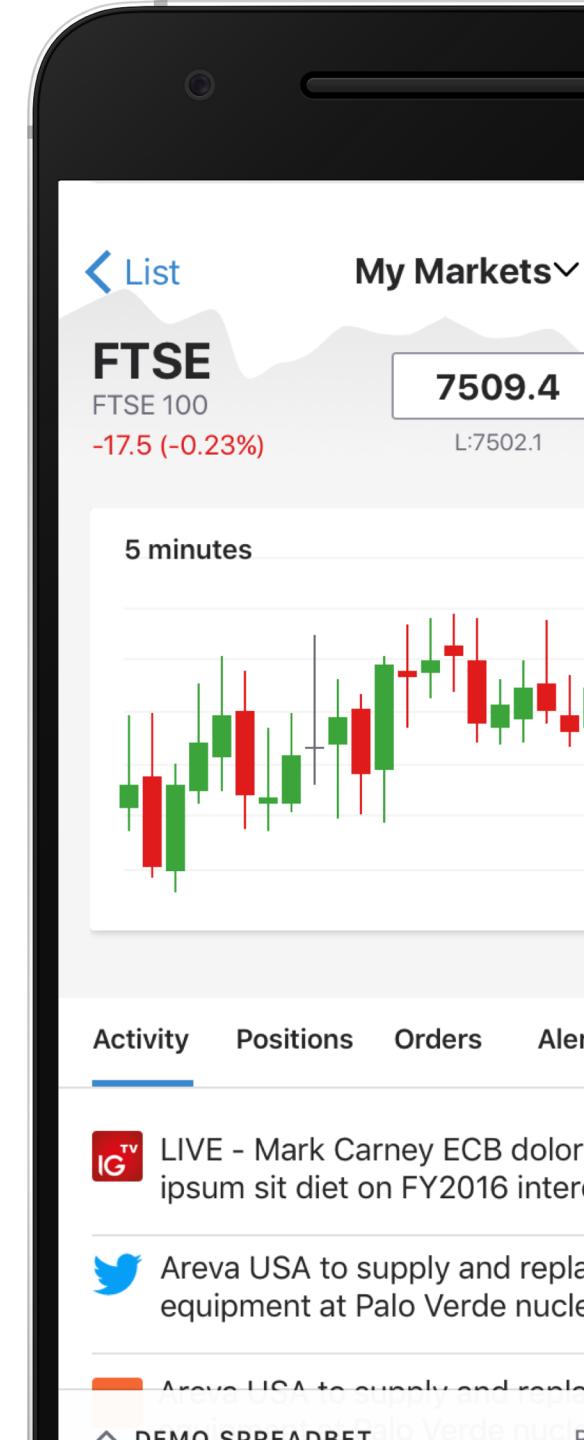
MARKET CENTRIC ANALYSIS

Bring together analysis & exposure per market

Collate market info on one screen

Only see relevant content

Swipe between markets / charts



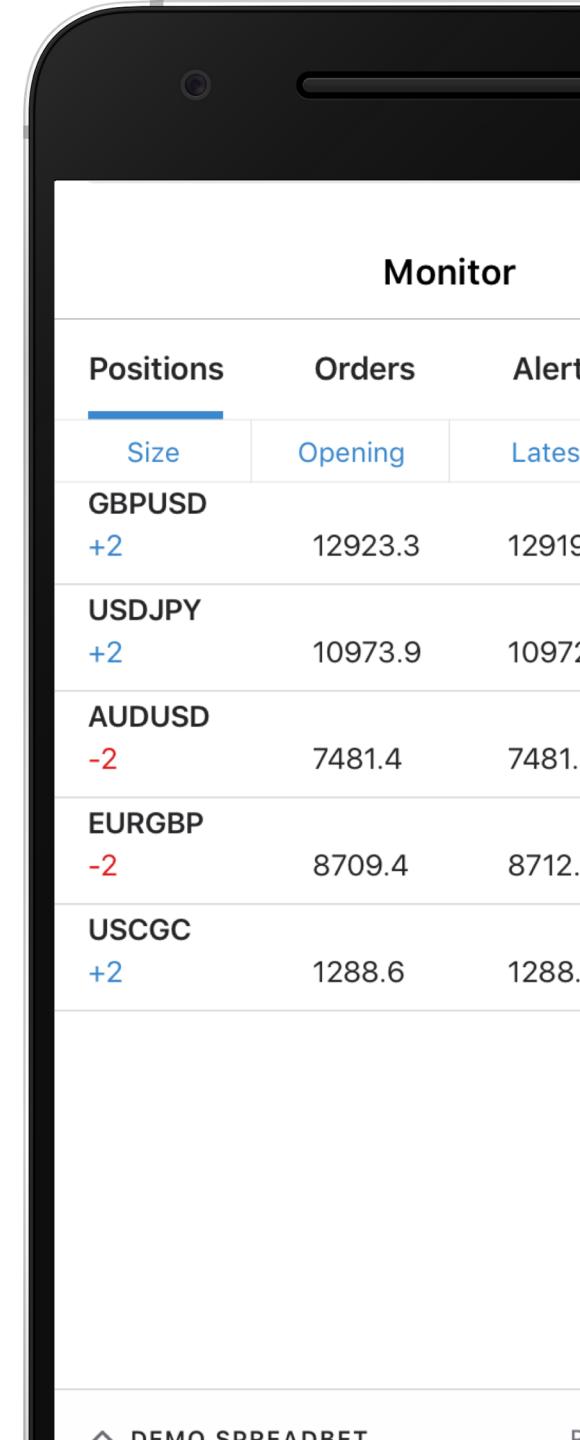
CONSOLIDATE TRADING ACTIVITY

Trading activity in one place

Positions, orders & alerts in one place

More info available on lists

Customise to trading strategy



DISCOVER NEW OPPORTUNITIES

Awareness of other interesting markets

Explore without leaving the app

Markets relevant to trading activity

Task instead of feature based nav



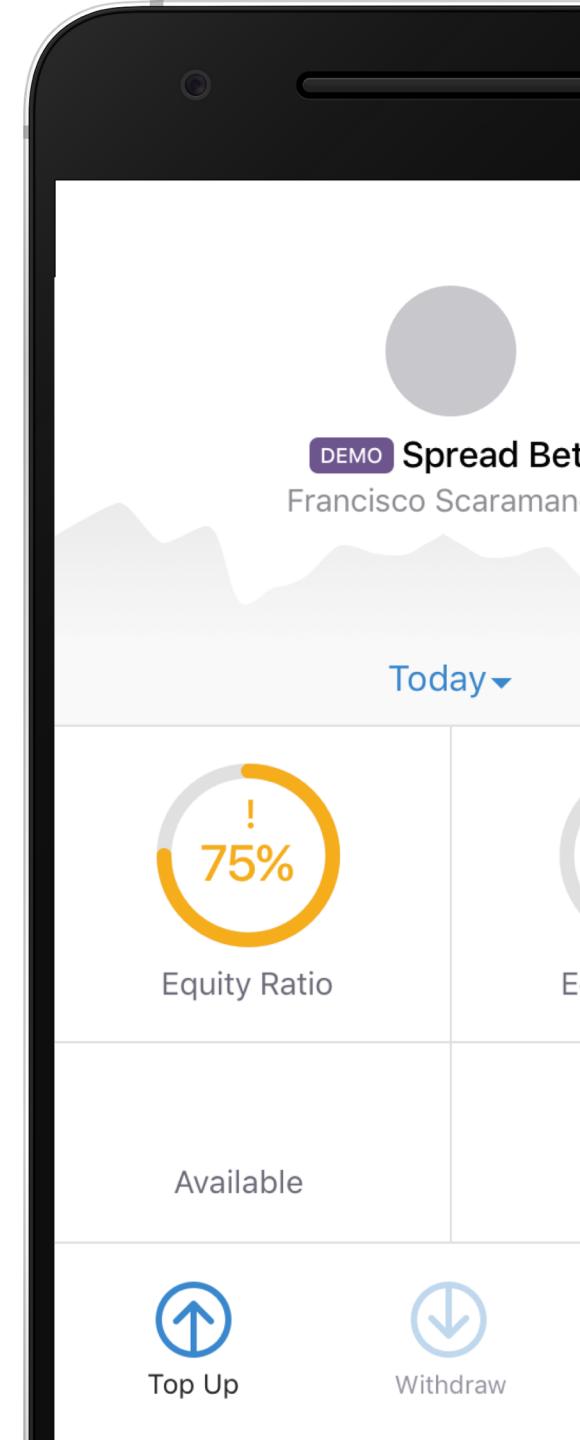
MY ACCOUNTS

Visual account health & inline funding

Graphical account health

Inline funding

Account activities in one place



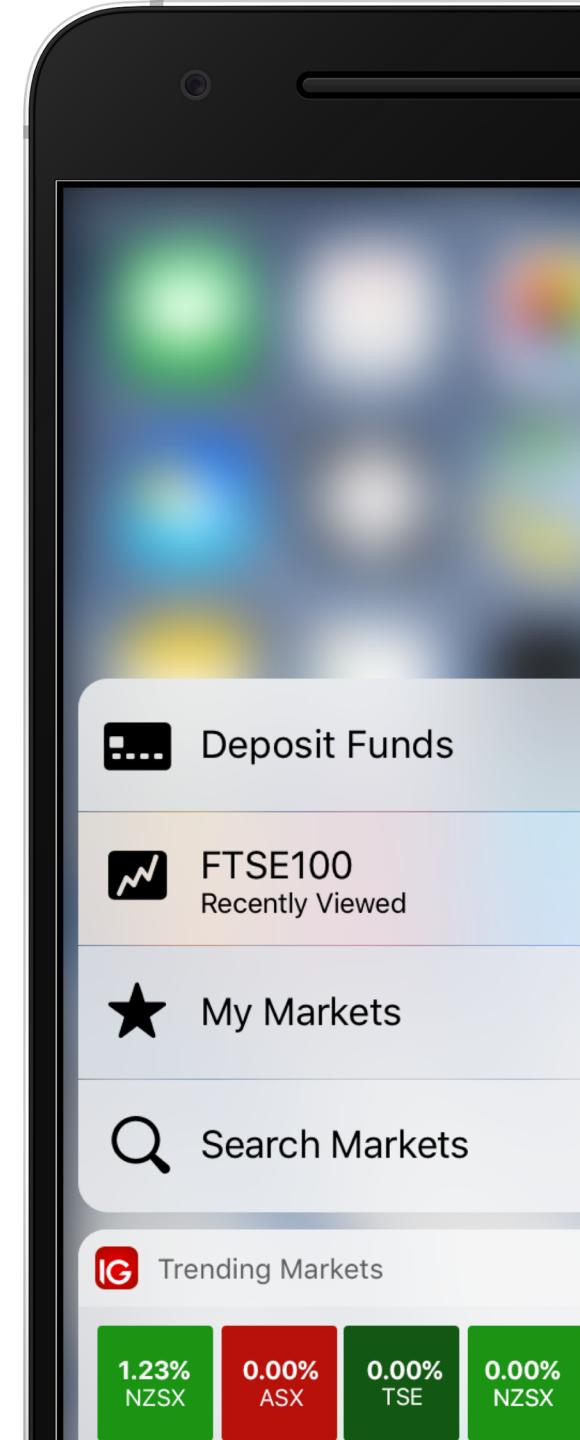
ENGAGEMENT

Reduce friction & increase visibility of IG

Monitor & research without frequent login

Widget expose key information outside the app

Show charts in notifications



ONBOARDING

Explore & personalise straight away

Personalise initial experience

Preview app before creating an account

Understand more about clients before calling

Back

Which markets
you like to track

Recommended

Why not select one of our starter lists based on popularity of market and ease of trading. You can add others later.



Indices Starter
FTSE100, DAX and more



FX Starter Pack
EUR/USD GBP/USD and more



Commodities
Gold, US Crude and more

Popular Indices



Delivery Plan

Delivery strategy

- Evolve existing iOS & Android apps
- Release frequently, continuously improving
- Pitch each milestone separately

Gradual transformation

1. Trade everywhere
2. Market centric analysis
3. Consolidate trading activity
4. Discover new opportunities

Discrete enhancements

- My accounts
- Engagement
- Onboarding



Success Criteria

Success criteria

- 1st place in Investment Trends
- Increase total trades via mobile
- Increase trades per client on mobile

Questions?