

⚠️ DEMONSTRATION REPORT - SYNTHETIC DATA

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January 14, 2026

Monthly Executive Summary - Clean Metrics Studio

# Monthly Executive Summary

Sterling Capital Partners - FCA Regulated Brokerage Analytics | January - December 2025

## Key Performance Indicators

£30.4B

TOTAL TRADE VOLUME

+24.3% YoY

£70.5M

FEE REVENUE

+18.7% YoY

598,070

EXECUTED TRADES

+21.2% YoY

45,000

ACTIVE CLIENTS

+15.8% YoY

£50,763

AVG TRADE SIZE

+2.6% YoY

92.0%

EXECUTION RATE

+0.8% YoY

51

NET PROMOTER SCORE  
+6 pts YoY

252ms

AVG EXECUTION TIME  
-12ms YoY

Quarterly Performance Trend

Quarter	Trade Volume	Trades	Fee Revenue	Active Clients
2025Q1	£7.94B	156,490	£18.35M	42,320
2025Q2	£7.62B	149,193	£17.73M	42,073
2025Q3	£6.86B	135,393	£15.98M	41,237
2025Q4	£7.94B	156,994	£18.44M	42,356

Asset Class Performance

Asset Class	Trade Volume	% of Total	Trades	Avg Trade	Fees
Bonds	£10.20B	33.6%	72,055	£141,534	£20.31M
Equities	£8.92B	29.4%	208,926	£42,708	£30.43M
Forex	£5.20B	17.1%	89,982	£57,784	£3.99M
ETFs	£3.35B	11.0%	119,409	£28,027	£9.63M
Funds	£1.03B	3.4%	17,919	£57,420	£3.04M
CFDs	£0.83B	2.7%	59,779	£13,919	£0.66M

Options	£0.83B	2.7%	30,000	£27,709	£2.45M
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Key Highlights

- **Record Volume:** £30.4B in executed trades represents strongest annual performance
- **Fee Growth:** £70.5M fee revenue (+18.7% YoY) driven by increased trading activity
- **Client Expansion:** European client base grew to 45,000 active accounts across 13 countries
- **Execution Quality:** 252ms average execution with 0.100% price improvement

Client Segment Analysis

Segment	Trade Volume	Trades	Clients	Avg Portfolio	NPS
Affluent	£13.72B	206,548	9,058	£300,709	8.6
High Net Worth	£9.00B	81,846	3,601	£2,737,750	8.6
Mass Affluent	£4.81B	130,074	13,552	£62,481	8.6
Core Retail	£2.51B	135,937	14,231	£14,952	8.6
Entry Level	£0.32B	43,665	4,556	£2,767	8.6

Geographic Distribution

Country	Trade Volume	Trades	Clients	Fees Generated
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United Kingdom	£13.78B	270,533	20,371	£6.03M
Germany	£3.53B	70,396	5,307	£13.79M
France	£2.51B	49,247	3,674	£9.77M
Netherlands	£1.83B	35,635	2,701	£7.13M
Ireland	£1.46B	29,411	2,222	£5.67M
Italy	£1.26B	24,708	1,808	£4.88M
Spain	£1.20B	23,713	1,798	£4.65M
Switzerland	£1.16B	23,681	1,780	£4.54M
Belgium	£0.94B	18,508	1,392	£3.65M
Sweden	£0.89B	17,323	1,294	£3.47M

Strategic Insights

- **UK Dominance:** UK clients represent 45% of volume but European expansion driving growth
- **German Market:** Second largest market at 12% - opportunity for localized marketing
- **High Net Worth Focus:** 8% of clients drive 30% of volume
- **ISA Season Impact:** Q2 volume spike aligned with ISA deadline - optimize for April rush

**Regulatory Note:** Sterling Capital Partners is authorised and regulated by the Financial Conduct Authority (FCA). Client assets protected under FSCS up to £85,000. All metrics comply with MiFID II reporting requirements.

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