

⚠ DEMONSTRATION REPORT - SYNTHETIC DATA

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January 14, 2026

Trading & Revenue Analysis - Clean Metrics Studio

Trading & Revenue Analysis

Sterling Capital Partners - Detailed Trading Metrics & Fee Revenue | FY 2025

Revenue Breakdown

£70.5M

TOTAL FEE REVENUE

£9.0M

COMMISSION REVENUE

£57.1M

FX CONVERSION FEES

£4.1M

STAMP DUTY COLLECTED

Monthly Trading Volume

Month	Trade Volume	Trades	Avg Trade	Fees	MoM Growth
2025-01	£3.05B	60,179	£50,606	£7.12M	-
2025-02	£2.28B	45,240	£50,375	£5.32M	-25.2%
2025-03	£2.61B	51,071	£51,121	£5.91M	+14.6%

Month	Trade Volume	Trades	Avg Trade	Fees	Fee Change
2025-04	£3.15B	61,284	£51,412	£7.34M	+20.7%
2025-05	£2.34B	45,881	£50,959	£5.43M	-25.8%
2025-06	£2.13B	42,028	£50,650	£4.96M	-9.0%
2025-07	£2.21B	43,697	£50,667	£5.20M	+4.0%
2025-08	£1.95B	38,286	£50,998	£4.54M	-11.8%
2025-09	£2.70B	53,410	£50,514	£6.25M	+38.2%
2025-10	£3.01B	60,067	£50,189	£7.01M	+11.7%
2025-11	£2.50B	49,134	£50,975	£5.80M	-16.9%
2025-12	£2.42B	47,793	£50,700	£5.63M	-3.3%

Trading Insights

- ISA Deadline Surge:** April showed highest volume as clients maximized ISA allowances
- Summer Lull:** July-August volumes down ~15% as European markets quiet
- Q4 Recovery:** Earnings season and year-end positioning drove strong finish
- Fee Yield:** 0.232% average fee yield on executed volume

Platform Performance

Platform	Trade Volume	Trades	Avg Trade	Fees	Share
Web Platform	£10.67B	209,521	£50,938	£24.71M	35.2%
Mobile App	£9.10B	179,589	£50,685	£21.20M	30.0%

Desktop Pro	£6.05B	119,453	£50,677	£14.07M	19.9%
API/Algo	£3.01B	59,477	£50,652	£6.97M	9.9%
Phone Dealing	£1.52B	30,030	£50,560	£3.56M	5.0%

Order Type Analysis

Order Type	Trade Volume	Orders	Fill Rate
Market Order	£14.84B	292,937	92.1%
Limit Order	£11.52B	227,303	92.0%
Stop Loss	£3.28B	64,944	91.8%
Stop Limit	£1.65B	32,450	91.7%
Trailing Stop	£0.99B	19,422	91.9%
OCO	£0.67B	12,944	92.0%

Account Type Distribution

Account Type	Trade Volume	Trades	Clients	Avg Trade
General Investment Account	£12.13B	239,272	44,266	£50,690
Stocks & Shares ISA	£9.14B	179,767	43,183	£50,819
SIPP	£4.55B	90,066	36,972	£50,571
Corporate Account	£2.12B	41,565	25,785	£51,098

Professional Account	£1.51B	29,666	20,868	£50,844
JISA	£0.91B	17,734	14,212	£51,216

Revenue Optimization Opportunities

- **Mobile Growth:** Mobile app now 30% of trades - invest in advanced features
- **API/Algo:** 10% of volume but highest avg trade size - expand professional offering
- **ISA Wrapper:** 30% of accounts use ISA - promote tax-efficient investing
- **SIPP Growth:** Pension accounts showing 25% YoY growth - retirement market opportunity

Report prepared by **Clean Metrics Studio** | January 2026

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