

Getting Started

Binary.com's handbook for new colleagues



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Your guide to the way we work and play

First edition 2015

To our new colleagues: thank you for choosing Binary.com – and making it a great place to work.

Welcome to **Binary.com**

Back in 1999, we set out to create the world's best platform for trading binary options.

First, we had to develop a great place to work. A place where talented people could offer their most creative ideas.

We think we're getting closer to that goal, and our success reflects it.

This handbook highlights our culture and values, and summarizes the way we work. We've prepared it to help you feel at home.

We're pleased you've decided to work with us. You're here because we're convinced you have a lot to offer – and because you think so too.

Welcome, and thanks for joining us.

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This handbook does not constitute an employment contract or a binding policy statement. As such, our handbook is subject to change at any time.

This edition: October 2015

www.binary.com

Malta • Malaysia • Japan

1. An introduction to Binary.com

Welcome to Binary.com.

As you'll soon discover, we have our own way of working.

We know you're eager to get started in your new role. But before you do, we'd like to tell you the Binary.com story.

Let's start with a small boast: binary.com is the premier platform for trading binary options in the world's financial markets.

Using our website, customers can trade currencies, stocks and commodities online, 24/7. We have the most flexible pricing and the most comprehensive suite of products available.

We've won multiple awards, and
we're proud of our achievements.

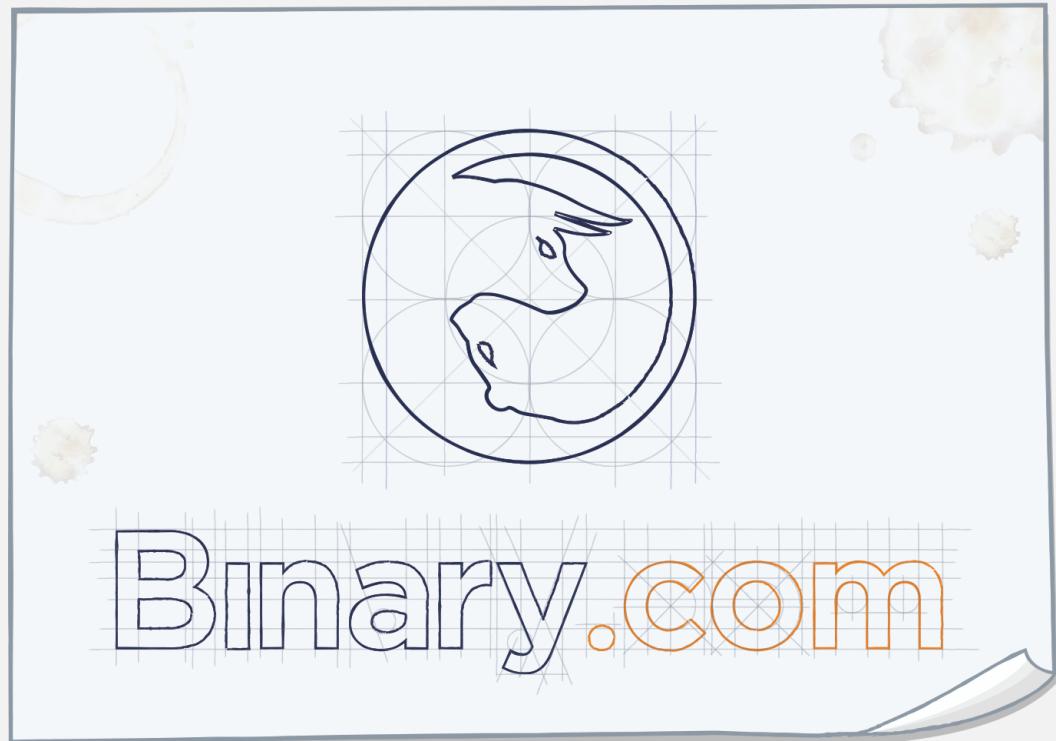
We're customer-focused, and are constantly working on new and innovative ways to make trading more enjoyable and rewarding.

Founded in 1999, we've gone through a few name changes. Today, our official Group company name is Binary Ltd, but most people refer to us as Binary.com.

We've grown rapidly, and now process over a million transactions a day.

We have offices in Malta, Malaysia and Japan, and group companies in Jersey, the Isle of Man, Costa Rica, the Seychelles, the British Virgin Islands, and Labuan (Malaysia). We also have a group of telecommuters who work from home in countries across the globe. You'll soon get to know them via Skype and e-mail.

You can read more about our origins and successes in the [Timeline](#).



A few facts

Binary.com is financially strong. We are debt-free, and have a strong and growing revenue stream. Our profits are the measure of how well we are meeting the needs of our customers.

Binary.com develops and owns its intellectual property. It's one of the reasons we've been successful.

Binary.com is ethical. We believe you can run a successful business while observing high ethical standards. We are honest and open with our colleagues, our customers and our stakeholders, including investors and regulators.

Binary.com is international – just like our customers. Here, you'll find yourself working with men and women from all corners of the world.

Our technology

We want to keep our website, binary.com, at the cutting edge.

To do this, we apply consistent coding standards, we pay very close attention to code quality, and we constantly re-factor our code to keep it current.

We also have extensive test suites, with high unit test coverage, a UAT (user acceptance testing) test suite, and a BDD (behaviour-driven development) suite.

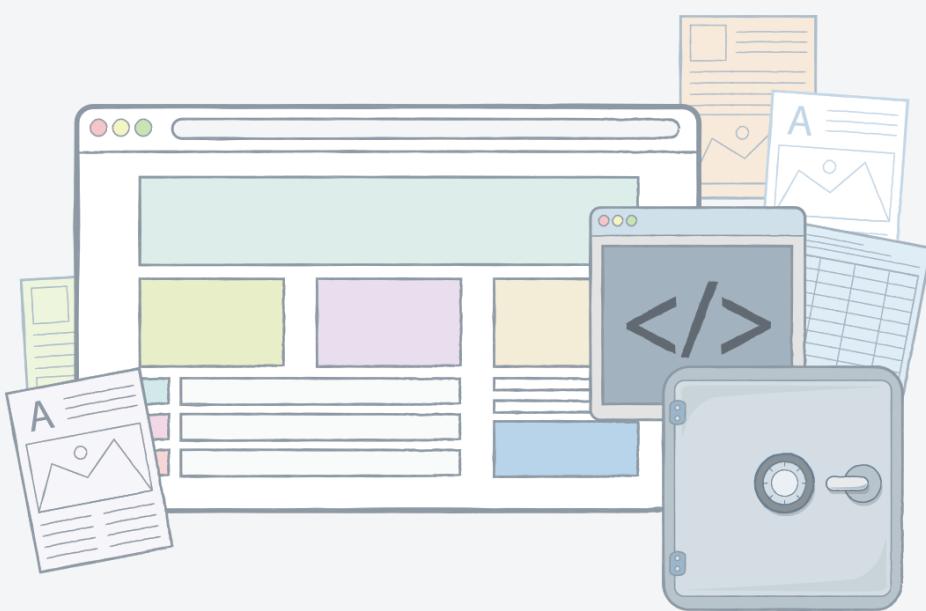
To ensure product quality, we consistently have our new code peer-reviewed by senior developers, using the git forking model.

We make extensive use of cloud services, and outsource many of our non-core systems to the cloud.

With over a million database transactions each day, our code and systems are highly optimised and scalable.

We open-source numerous components of our systems. Visit our GitHub page (<https://github.com/binary-com>) to view our contributions to the community.

We pay careful attention to security, with weekly penetration tests by multiple providers, careful review and static analysis of our codebase, and a culture of security that permeates the company.

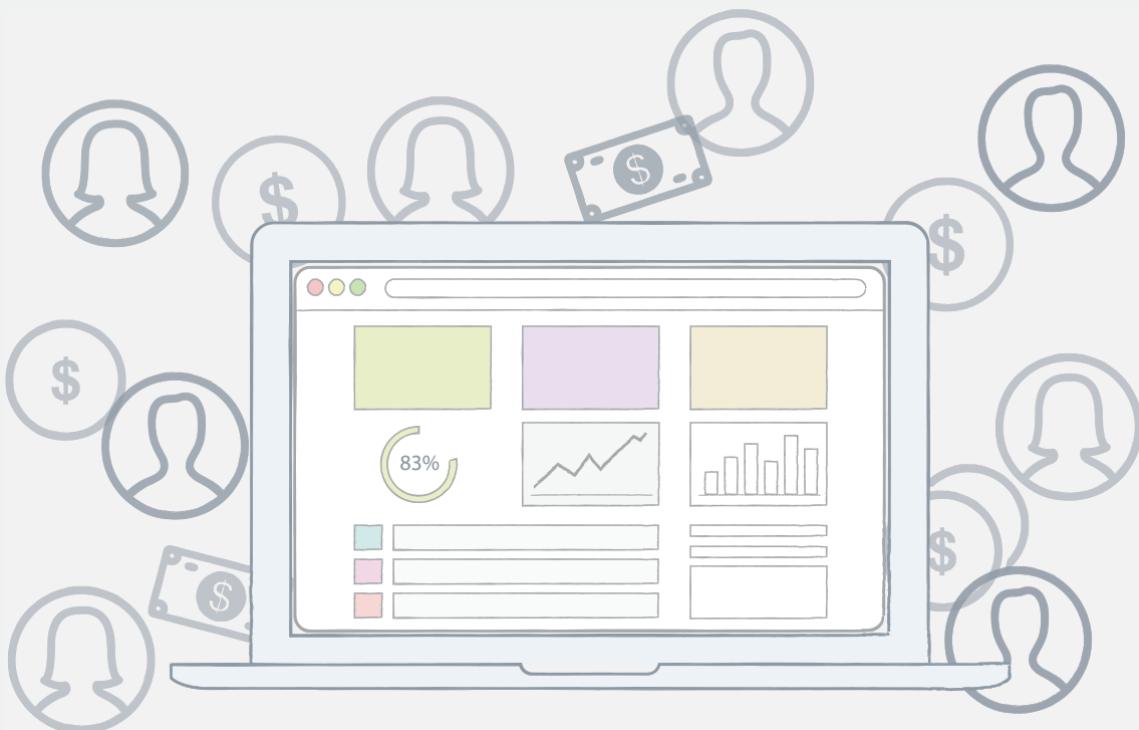


Our website

Binary.com's website strategy is to build a really interesting and attractive online destination. Our website, binary.com, has been designed to be intuitive and easily understandable regardless of a user's experience in the financial markets.

We aim to ensure that Binary.com maintains its high ranking on the leading search engines, and that it remains the go-to binary options platform across Europe and Asia. We do this by continually adding innovative content and features, and by keeping it user-friendly.

For many of our customers, Binary.com is more than an options trading



website. It's also a high-end entertainment platform – a place where they can learn from the experts and use their skills in the global financial markets.

Our customers

Binary.com has over a million registered accounts from all around the world. We publish in English, Japanese, Chinese, Arabic, Polish, German, French, Spanish, Portuguese, Italian and Russian.

We are here for our customers. And we're justifiably proud of our long-term relationship with them.

Having said that, we recognise that our customers have a choice. To maintain their loyalty, our job is to keep providing a superior trading and learning experience.

Timeline

- 1999 Regent Markets Group (originally called Fixed-Odds Group) is founded to create a market in binary options.
- 2000 In April, our website, betonmarkets.com (the fore-runner of binary.com) goes live. We move to Malta to receive a license.
- 2004 Regent Markets sets up a programming centre in Cyberjaya, Malaysia.
- 2007 Shares Magazine UK awards us Best Fixed-Odds Financial Trading Provider.
- 2008 Investors Chronicle UK awards us Best Customer Communication Firm.
Shares Magazine UK awards us Best Fixed-Odds Financial Trading Provider.
The Financial Times and Investors Chronicle UK award us Best Fixed-Odds Financial Provider.
- 2009 eGaming Review awards us Financial Betting Operator of the Year.
Shares Magazine UK awards us Best Fixed-Odds Financial Trading Provider.
- 2011 Trade2Win (a portal for active traders) awards us silver in the Best Fixed-Odds Broker category.
- 2012 Global Banking and Finance Review awards us Best Fixed-Odds Firm.
We have over 400,000 registered clients in our database, and reach US\$1 billion turnover since starting.
- 2013 We rebrand BetOnMarkets.com as binary.com, with the tagline 'Sharp Prices, Smart Trading'.
- 2014 We re-name the company Binary Ltd, to be in harmony with our website branding.
We have over 800,000 registered clients in our database, and reach US\$2 billion turnover since starting.
- 2015 We have 1 million registered clients in our database.
Binary Investments (Europe) Ltd is granted a Category 3 Investment Services license by the Malta Financial Services Authority.

2. Company Teams

Binary.com comprises a number of teams, each focused on a core area of our work.

Accounting and Finance

Our Accounting and Finance team manages our complex array of bank accounts and e-cash systems and the high volume of transactions. The team generates monthly management accounts and annual audited accounts, and reconciles the huge volume of transactions.

Compliance

Our Compliance team manages our worldwide licences and ensures compliance with detailed AML (anti-money laundering) and KYC (know your client) regulations in many jurisdictions.

Customer Services

Our Customer Services team is our frontline contact point with our customers. The team members handle customer queries via live chat, telephone and email tickets, and provide constant feedback to our other teams to promote the continuous improvement of our website and systems.



Digital Marketing

Our Digital Marketing team manages complex PPC (pay per click) and other online advertising platforms.

General Administration

Our General Administration team manages our global suppliers and contractors and ensures the smooth operations of our worldwide offices.

Human Resources

Our HR team manages the full spectrum of human resources tasks – recruitment and onboarding, facilitating coaching, compensation studies, appraisals, and training.

Internal Audit

Our Internal Audit team is responsible for improving systems and processes across the company. The team is cross-functional and multi-disciplinary.

IT

Our IT team develops the binary.com website and underlying systems infrastructure. The team is divided into three sub-teams: DevOps, Front-end, and Back-end.



Marketing

Our Marketing team manages the relationships with our business partners and affiliates, and manages complex marketing campaigns across a number of channels.

Quality Assurance

Our QA team reviews the daily deployments of new code to our production systems and ensures compliance with business and functional needs. The team also maintains our automated test suites.

Quantitative Analysis

Our Quantitative Analysis team develops the complex algorithms that price our wide range of binary options, and manages the risk-analysis systems that handle our large book of open positions.

3. Our corporate culture and values

Our culture and our values drive the way we operate and manage the business. The following statements sum up how we aspire to work together to achieve our stated goals.

Culture

We make every effort to encourage a unified workplace free of office politics. There is no 'them and us' – only a collective 'we'.

We encourage open communication, transparency, and the free-flow of ideas and information across the company.

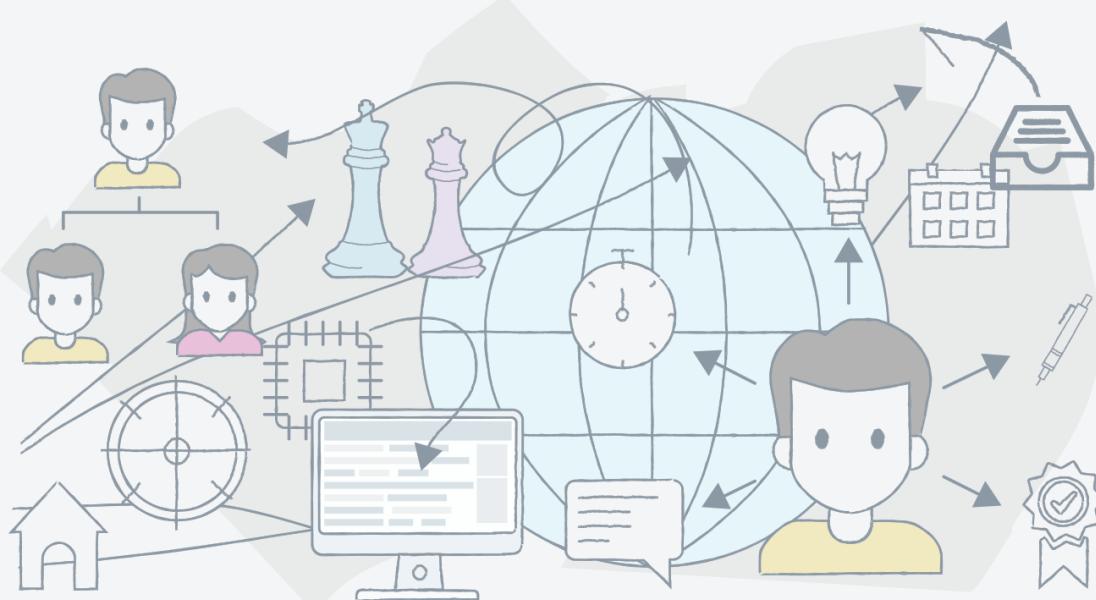
We encourage disagreements, as long as they're about our work processes and strategy – not about people or personal issues. Here, everyone's opinion is valued, so please feel free to disagree with your colleagues if you believe they're wrong about a work-related problem.

We expect each of our managers to be competent in his or her domain. Their mission is to become 'servant leaders' who constantly try to help and coach their teammates.

We wish our colleagues to believe in and support each other, and many are friends outside the office. We actively encourage bonding and team building by sponsoring company trips and social events.

We look for people who see Binary.com as their home, not those who intend to stay for only a year or two.

We recruit smart, flexible and innovative people who are eager to learn from their colleagues, and who have a spirit of adventure. We recruit top talent from all around the world, and have over 15 nationalities within the company.



Values

Binary.com has four core values:

- **Integrity.** We try hard to give our clients the best possible option prices, and to process their deposits and withdrawals as quickly and accurately as possible. We abide by our contracts with suppliers, we pay on time, and we try our very best to comply with regulatory and legal requirements.
- **Equal opportunity.** We believe in recruiting the best and brightest from all over the world. We give each of colleagues an equal chance to advance in their careers.
- **Technology.** We believe that we'll succeed over the long term if our products are better than those offered by our competitors. We put a lot of effort into designing and improving our technologies.
- **Risk aversion.** As a company we don't borrow, we don't overexpand, we take only calculated risks, and we follow a long-term growth plan. We don't get distracted by unrelated ventures and we consistently stick to what we know best: the binary options business.

We are convinced that by practicing our core values, we'll achieve sustainable success.

we encourage our people to think and act like a leader.

Leadership

At Binary.com, whatever their position, we encourage our people to think and act like a leader. We appoint to team-lead or department-head roles people who succeed at exhibiting the following traits:

- **Humble** – Leaders are keen to learn, to share credit with their team members and take on any job, no matter how menial.
- **Customer-focused** – Leaders serve our customers first, as they know they are also serving the interests of the business.
- **Optimistic** – Leaders try new things and focus on what can go right.
- **Focused on execution** – Leaders are good at planning, but awesome at execution.
- **Empathetic** – Leaders are compassionate, and help others reach their goals.
- **Team-focused** – Leaders solve problems for the team, the company, and the customer, not for themselves.
- **Adaptable** – Leaders are willing to adapt and adjust as situations change.
- **Teachers** – Leaders help people learn, and help to build teams.

4. How we work

The big picture

Let's start with the basics. At Binary.com, we put teamwork first. We work together as colleagues to achieve great things. We're convinced that our team-centric approach to solving problems and meeting challenges makes us stronger.

And we genuinely believe that our company is our people. We care for the health and wellbeing of our colleagues, and believe that work should be challenging and enjoyable.

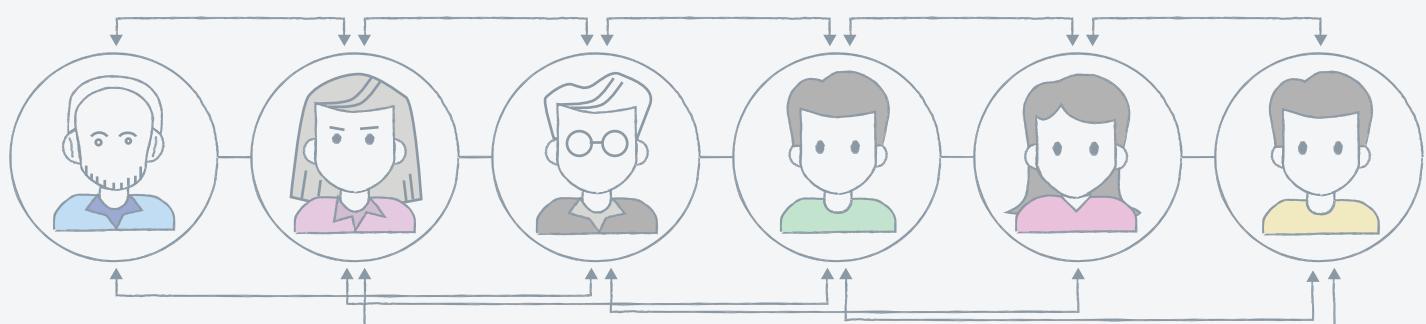
Our flat organizational structure

A structured chain of command is used by organizations seeking predictability and obedience.

But that's not us.

Our organizational structure is flat, simple and lean, with accessible team leaders. It has been instrumental in building an adaptive, innovation-friendly company, and empowering our employees to take charge, help make decisions and feel responsible for our success.

Having a flat structure means that everyone can – and should – question each other's work. It's the ideal model for innovation.



We're flexible

You won't find needless bureaucracy, fixed rules and red tape at Binary.com. That's because we look for people who are self-motivated, and enjoy their work.

And that includes working hours. As long as you work full time (i.e. 40 hours a week on average), we don't care what time you arrive or leave each day (though there are times you'll need to adjust your schedule to support the members of your work group.)

Similarly, we don't have a dress code. If you want to wear a suit and tie, go right ahead. If you prefer a T-shirt and jeans, that's fine as well.

What's my role?

Binary.com is still a small company. That means we get to wear a lot of hats – not just the one we were hired to wear.

Being nimble, lateral thinkers, we enjoy having fluid roles. It makes our work more stimulating, and the day seems to go faster.

Having flexible roles also allows us to broaden our skills in a way that wouldn't be possible in a large organization.

If you find yourself in an unfamiliar role, don't worry. Ask questions, stay calm, and learn as much as you can.

Work–life balance

We work hard to find exceptional people, and we want to keep them fresh. Not worn out and worn down by a daily grind.

Sure, there are times when we have to work extra hours to meet a deadline, but we don't think you should have to work overtime for extended periods.

If you do find yourself working longer hours, or just feel like your work–life balance is out of alignment, make sure you talk it over with your supervisor and try to sort it out before it affects your work.

What if I mess things up?

If you don't screw things up from time to time, it could mean that you aren't trying hard enough.

We regard making mistakes as part of learning. After all, trial and error is a critical problem-solving technique.

So feel free to reach out and take us in a new direction – and accept the fact that there will be some bumps along the way.

Office environment

As you can see, we have an open floor plan that encourages communication and cooperation, as well as private meeting rooms where you can work without distraction.

We believe in giving people the best tools money can buy. As an example, we give everyone a quality MacBook or Chromebook to work on.

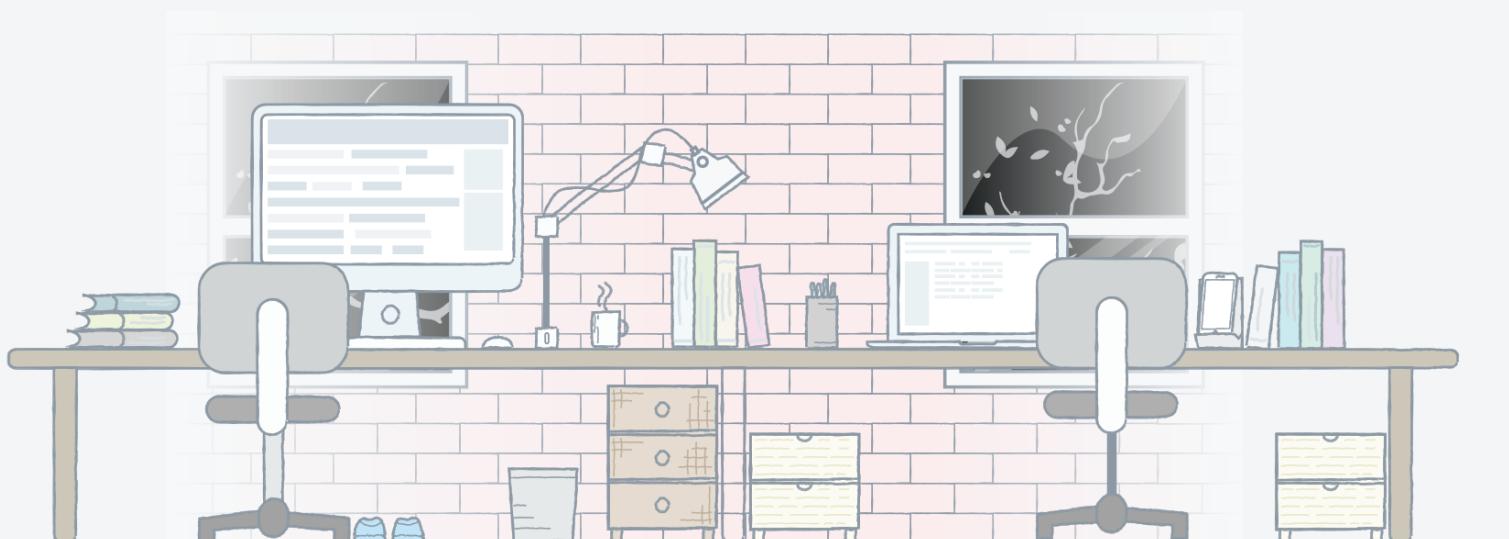
When you need nourishment, there's complimentary fruit and drinks in the pantry – as well as good quality coffee.

Stress

Our large and growing customer base places constant strain on our systems, requiring us to work on the scalability and performance of our infrastructure.

It also creates a dynamic workplace, as we continually need to adapt to growth. - For each of us, it means we need to work fast, be adaptable and responsive to our customers' needs.

It can be stressful working here – but usually in a good way.



5. How do I know if I'm going ok?

Appraising your work performance

At Binary.com, we don't believe that constructive feedback on your work performance should be an annual event. We prefer to give, and receive, continual and honest feedback. That way, issues can be discussed and ironed out as they arise.

Of course, we also have a formal performance appraisal process where we recognise your achievements, address challenges and agree on objectives that encourage high performance. We schedule formal appraisals every six months.

The appraisal form focuses on the following areas:

- **Skills** – How valuable are your skills to Binary.com?
- **Teamwork** – How well do you work in teams, and contribute to their success?
- **Work Performance** – How productive are you and what impact did you have on the company?
- **Personal Traits** – Are you easy to work with? Are you an optimistic can-do person?



What about pay and benefits?

We all want to be paid what we think we're worth. At Binary.com, pay is based on two key principles, which are considered best practice in the human resources domain:

- **Internal equity** – people who do similar jobs with similar skill levels should earn similar amounts.
- **External competitiveness** – we pay salaries that compare favourably with similar companies in our geographical area and industry.

This way, over time, your pay reflects your value to our company, and is fair vis-à-vis your colleagues.

We also provide an array of employee benefits and incentives, such as health insurance, an annual bonus program for top performers, company trips, and the opportunity to take on greater responsibilities.

6. The future – choosing your own path

You're smart. You're capable. And sooner or later, you're going to be thinking about broadening or deepening your skill set. No problem. At Binary.com, if you have the talents you'll find many opportunities for learning and growth.

Learning new skills

Binary.com is a skills-based business poised at the cutting edge of technology. Staying at the forefront means that learning and career development are critical to our success.

We also offer an Educational Assistance Program so our employees can reach their full potential while helping Binary.com to grow.

Learning on the job

No matter what role you were hired for, you'll soon discover that you're surrounded by a group of experts in their fields — software development, quantitative analytics, marketing, finance, and general management.

So, you now have a great opportunity to learn new skills from them. Take advantage of it: the more you learn about other disciplines, the more valuable you become.

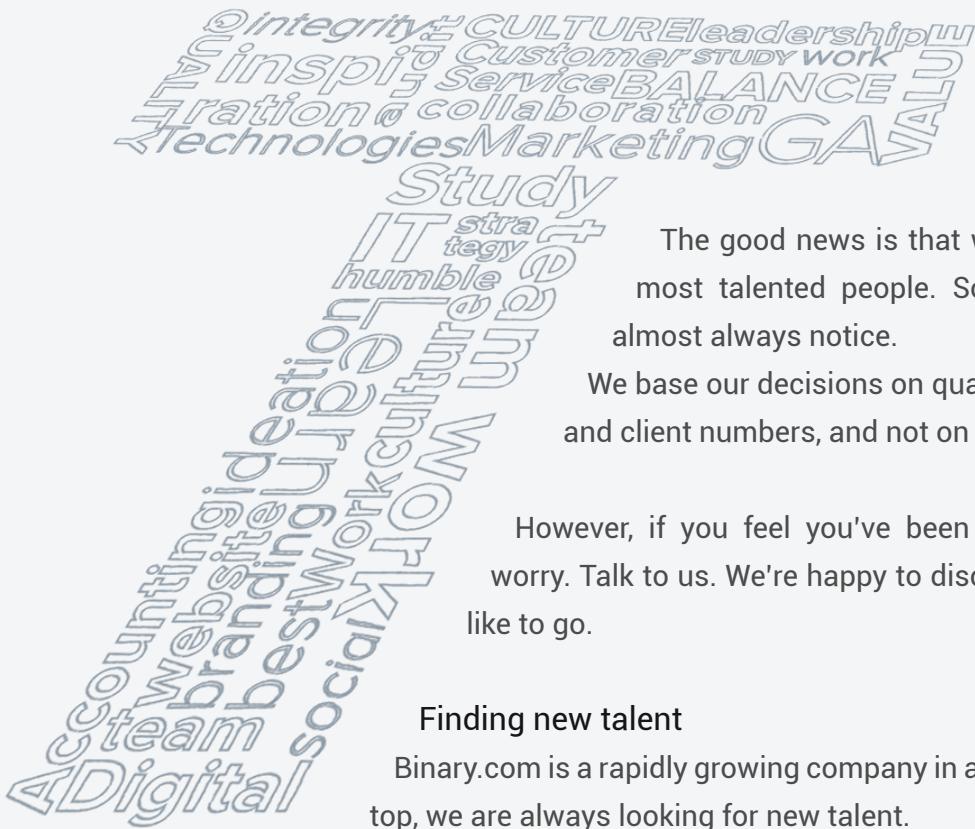
The quest for a T-shape

We love 'T-shaped' people.

If you're not familiar with the term, it describes a person's abilities. The vertical shaft of the T represents the depth of expertise in a single field, and the horizontal bar represents how well they collaborate across various disciplines with experts in other fields.

In a nutshell, T-shaped people are both technical experts in their fields, as well as generalists. They are well-rounded and versatile, and are better able to contribute their ideas to a discussion and take on different roles as work changes.

To us, T-shaped people are really valuable. We give them all the tools and opportunities they need to develop and succeed. We suggest you grab those opportunities with both hands.



Getting ahead

Sooner or later, people begin to think about advancement.

The good news is that we're a meritocracy: we promote our most talented people. So, if you're doing a great job, we'll almost always notice.

We base our decisions on quantitative outcomes, such as turnover and client numbers, and not on subjective opinions.

However, if you feel you've been overlooked for advancement, don't worry. Talk to us. We're happy to discuss how you can get to where you'd like to go.

Finding new talent

Binary.com is a rapidly growing company in a very competitive industry. To stay on top, we are always looking for new talent.

If you meet someone who's really impressive, and you think they'd fit into our culture, let us know. To be recruited at Binary.com, they'll have to exhibit the same traits we saw in you:

- Technical expertise – They'll need to pass a difficult technical test in which only A Players (the top 10% of candidates) succeed.
- Positive character traits – Like sound judgment, motivation, communication and teamwork. We assess these traits by requesting candidates complete a detailed self-assessment questionnaire.

Candidates who pass the technical test and whose self-assessment exhibits positive traits of character then move on to face-to-face interviews. At the final stage, we carry out reference checks with their previous employers.

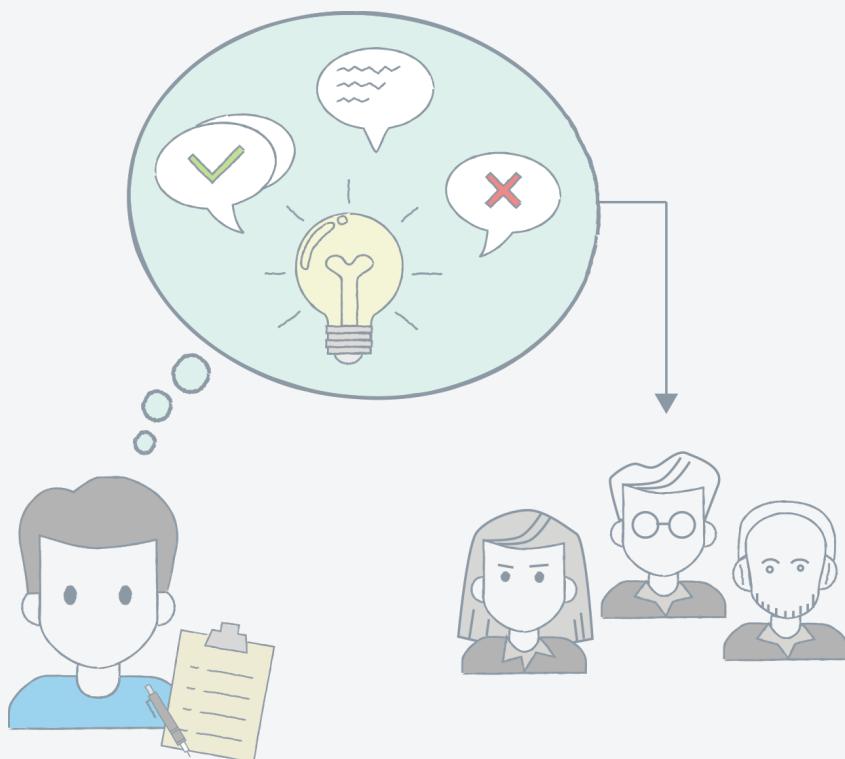
The future

Our industry is constantly evolving, and there's a good chance Binary.com will be a different place in a few years' time.

And a large part of that change will be because of our people, like you, who will take us to new and exciting places.

It might be a new app, a new website design, a more scalable and optimised systems infrastructure, great legal advice, or innovations that make working at Binary.com more rewarding.

Whatever it is, we know you're going to help us make Binary.com an even better place to work.



7. Now it's your turn

Are we being true to our culture and our values?

Binary.com isn't perfect. Like all organizations, we're always going to be a work in progress.

Which means that, sometimes, under the pressures of the business growth, we won't live up to our stated values, as outlined in this handbook.

So, once you've been here for a few months, we'd love to have your feedback.

- Where do you think we fail?
- What things do you think we could improve upon?
- Are there innovations you've experienced elsewhere that you think we should adopt here?

Write down your suggestions and schedule a time to talk with management about your thoughts.

Similarly, if you find yourself in a team that you feel isn't adhering to our stated values, please help us bring the team around. Talk with your colleagues, who are probably thinking likewise.



Finally...

This handbook is also a work in progress. Tell us what you think.
More importantly, give us your suggestions on how to improve it.