

Branding and Messaging Guide

FOR AFFILIATES

The combination of the right affiliates and effective brand marketing is the key to the success of our industry-leading Affiliates Programme.

January 2018



What you need to know about using the HotForex brand

- ▶ Why become a HotForex affiliate
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Why HotForex?

An award-winning affiliate program - the HotForex Affiliate Program offers a host of unrivalled benefits.

- ▶ Free marketing tools and promotional materials
- ▶ Auto-rebates
- ▶ Fast payments
- ▶ Complete transparency
- ▶ Competitive commissions
- ▶ Multi-tier affiliate tracking
- ▶ Full statistics
- ▶ Commissions paid for sub-affiliates



About the Brand

HotForex Brand

HotForex Affiliate Program is dedicated to those who have good knowledge of online marketing or run a successful website and as a result they are remunerated for introducing new clients to us.

Your website or Social Media presence is your working platform, therefore make sure that not only you promote us actively, but that you also fully embody the HotForex brand. You, and others like you, extend our reach, so it is essential that you adopt our brand vision and purpose in order to ensure consistency.

Please read our brand guidelines carefully to ensure optimum alignment with our messaging ideals.

Brand Values

Openness, Honesty, Transparency

HotForex is open, honest and transparent. Clarity is essential when communicating with clients and messaging must be free of misleading content.

Diversification

HotForex offers CFDs on forex and many more financial instruments to retail and institutional clientele allowing them to effectively diversify their portfolios and, as a result, their risk.

Security

When it comes to safety of client funds, HotForex does not compromise. We have developed long-standing relationships with well-known global investment banks and all client money is deposited in segregated accounts.

Messaging

It is very important to communicate messages that do not mislead clients with promises of easy money. Any gains should not be presented as easy or realizable on a regular, systematic basis. You should not promise that any client can easily gain the same level of expertise in the markets as professionals have. Trading demands skill and at HotForex we want our clients to acquire the knowledge they need in order to be successful by studying our educational resources and practicing on a demo account before investing their own money.

Avoid:

- 
- ▶ money-making images or luxurious life images
 - ▶ phrases like:
easy money, stable return, generate constant profit, regular revenue, huge profits, pay for college/university/holidays, early retirement, gain financial freedom, change your life with Forex, remedy for financial problem, trading is simple, everyone can trade successfully, I made profit over the night - you also can

Promote:

- 
- ▶ Wide range of Account Types & Trading Instruments
 - ▶ Security of Funds & Regulated Entity
 - ▶ Low Spreads
 - ▶ Platforms & Trading Tools
 - ▶ Mobility
 - ▶ Educational materials & Webinars

Clients should never be misled that trading Forex and CFDs can bring them predetermined and estimated profit or return of investment. When reviewing various strategies you should underline that **PAST PERFORMANCE DOES NOT GUARANTEE FUTURE RESULTS** and it always involves high risk of losing own capital. You should promote investing time in proper trading education rather than visions of unrealistic and easy gain.

Avoid:



- ▶ “over 200% profit in a year with just small deposit of 100USD ...”
- ▶ “verified and profitable strategy that never failed ...”
- ▶ “gain 25% consistent profit on a monthly basis with minimum loss...”

Encourage:



- ▶ “proper use of technical and fundamental analysis can boost your chances for successful trading...”
- ▶ “participating in webinars will help you improve your trading skills...”

Copyrights

Avoid copyright violations when selecting domain and/or profile names

DOMAIN NAMES

When you choose your domain name/ URL, please ensure that you do not use the HotForex brand name in any way that may violate our copyrights.



Avoid:

- ▶ www.hfeu-trading.com
- ▶ www.hotforex-traders.com



Use:

- ▶ www.yourdomain.com/hotforex-trading
- ▶ www.yourdomain.com/broker-hotforex

SOCIAL MEDIA PROFILE NAMES

When you choose your Social Media profile name, please ensure that you do not use the HotForex brand name in any way that may violate our copyrights or might mislead clients to believe the profile belongs to the company.



Avoid:

- ▶ HotForex Germany
- ▶ HotForex Spain
- ▶ HotForex Support



Use:

- ▶ Forex Trading
- ▶ CFD Traders Germany

Regulatory Requirements

DO YOU COMPLY?

As our Affiliate, please ensure that you comply with all regulatory requirements and guidelines outlined below.

Always make sure that your promotion is clear, fair and not misleading.

RISK WARNINGS

Disclaimers and risk warnings must be displayed in the same font size as the body text on each web page and should be clearly visible. Please include the appropriate Risk Warning:

Long:

Risk Warning: Trading leveraged products, such as Forex and CFDs, may not be suitable for all investors as it carries a high degree of risk to your capital. Trading such products is risky and you may lose all of your invested capital. Before deciding to trade, please ensure that you understand the risks involved, taking into account your investment objectives and level of experience.

Short:

Risk Warning: CFDs are leveraged products and carry a high degree of risk.

Remember that trading opportunities involve high risk. The promotion of positive and negative aspects of trading should be balanced.



Avoid:

“Volatility creates opportunity”



Use:

“Volatility may create opportunity but involves high risk”

INVESTMENT ADVICE

Please ensure that you do **NOT** offer any information that could be construed as financial advice, recommendation or suggestion or simply a trading tip.



Avoid:

- ▶ Opinion on trading or the direction of markets/instruments e.g. EURUSD should be sold at price...
- ▶ Advice on investment strategies e.g. “trading on high volatility will profit the most...”



Promote:

- ▶ HotForex exclusive analysis - <https://analysis.hfeu.com/>
- ▶ HotForex Trading Tools (Economic calendar, Forex news, HF App)

Always refer only to reliable third-party Market Analysis, provide the source of information and add the below disclaimer:

Disclaimer: This material is considered to be a marketing communication and is provided for information purposes only. Nothing in this communication contains, or should be considered as containing, investment advice/ recommendations or as a solicitation for the purpose of purchase or sale of any financial instrument.

CLARITY

Every piece of information that you publish about HotForex should be easy to read, clear and honest.

Accuracy is vital so please ensure that any data and information that you offer are correct. Please only use information that is published on our official website.



Avoid:

- ▶ EU Regulated
- ▶ Licensed by BaFin/FCA



Use:

- ▶ Regulated by CySEC (authorized to operate internationally on a cross-border basis)
- ▶ Registered in the United Kingdom (FCA)/Spain (CNMV)

When targeting prospective clients worldwide, you should always specify that some of the products/services you promote might not be available to all clients of the Group, depending on which entity their account falls under.

Make sure your recipients are well informed on:



- ▶ Trading benefits, e.g. bonuses/trading contests are **not available** to clients of HF Markets (Europe) Ltd.
- ▶ Maximum leverage available to Clients depends on the Group entity, country of origin and the Client's appropriateness assessment results.

Visual Identity

HotForex is one word. Ensure that 'H' and the 'F' are always capitalized. Other letters should be lower case.

Marketing Material

The myHotForex Affiliates Area contains everything you need: banners, landing pages, videos, widgets, avatars/wallpapers, screenshots and many more ready for you to download. All Marketing Tools are available in various designs and languages, however if you wish to use an alternative, please contact us for approval before use.

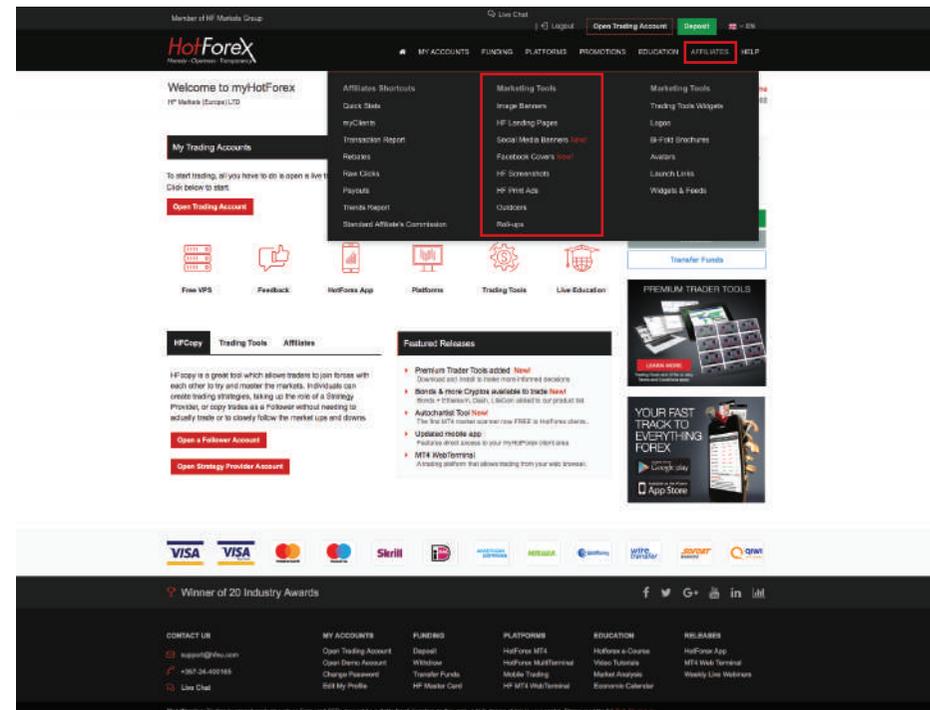
TUTORIAL

Posting banners is easier than you think. Follow our quick tutorial to see how to do it:

Step 1:

Log in to your myHotForex and click on Affiliates Tab.

You will be able to select any kind of Marketing Tools you like from the list of all approved materials.



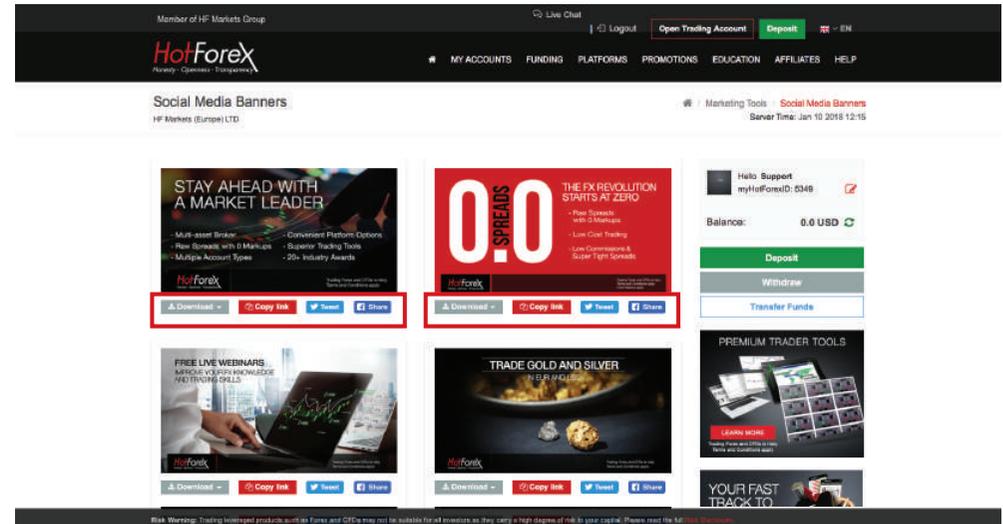
Step 2:

Posting on Social Media?

Select Social Media Banners.

Click on the SHARE button under the banner of your choice.

The banner will be automatically posted to your Facebook/Twitter account. Remember you need to be logged in to the profile you wish to share the banner on.

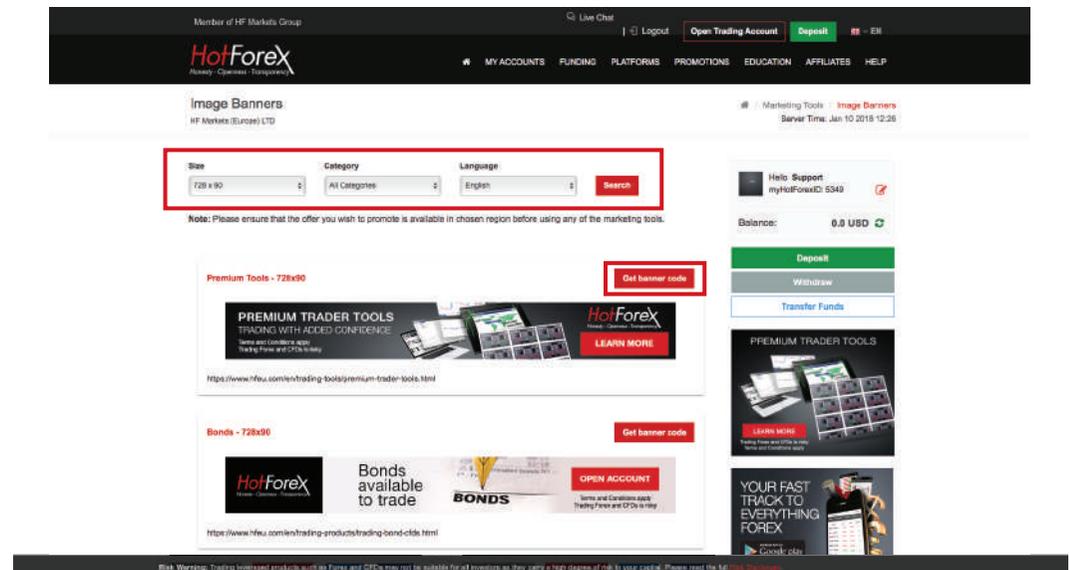


Posting on the website?

Select Image Banners.

Choose the size, category of the promotional material and the language from the drop down menu.

Simply click on “Get Banner Code”.

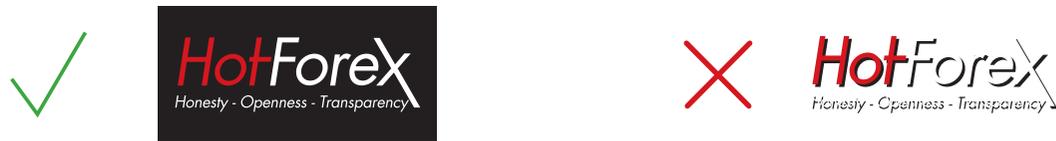


Important note: Only Marketing Materials available in your myHotForex are authorized for use. You should never modify or alter available materials. If you need any alteration or you can't find what you are looking for, please let us know, we are here to assist you!



Logo Specifications

The HotForex Logo can be found along other Marketing Materials in your myHotForex Affiliate area. Our core logo and its variants are designed to be used in a certain way. Take a look at examples of correct and incorrect usage.



Color Specifications

When promoting HotForex, please use the following colors



Black

RGB: R35 G31 B32

CMYK: C0 M0 Y0 K100

HEX: #231F20



Red

RGB: R215 G25 B32

CMYK: C0 M100 Y100 K10

HEX: #D71920



Grey

RGB: R142 G142 B144

CMYK: C0 M0 Y0 K40

HEX: #a7a9ac



White

RGB: R255 G255 B255

CMYK: C0 M0 Y0 K0

HEX: #FFFFFF



We are always happy to hear from potential and existing Affiliates, so please get in touch to find out more about the award-winning HotForex Affiliate Program.

THANK YOU!

Legal: HotForex is a unified brand name of the HF Markets Group which encompasses global licensed entities. Please click <https://www.hfeu.com/eu/en/about-us/about-hotforex.html> for more information about HF Markets Group.

Risk Warning: Trading leveraged products such as Forex and CFDs may not be suitable for all investors as they carry a high degree of risk to your capital. Trading such products is risky and you may lose all of your investment. Please read the full Risk Disclosure: http://www.hfeu.com/getTerms?type=risks_disclosures

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