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Affiliate Marketing

GUIDELINES

As a valued Axi Partner

We want you to gain more opportunities by using our brand to help promote and build your business.

We offer leveraged products that are considered complex and high-risk. We therefore expect all our affiliate partners to demonstrate a level of responsibility in their marketing. It's very important that you don't deliberately mislead anyone or mispresent Axi by infringing our intellectual property rights or impersonating our brand in a way that could cause confusion for consumers.

General Rule

Affiliates are only permitted to use the official Axi marketing tools found in the Marketing Tools section of your Axi Affiliate account.

All your promotional content must be clear, fair and not misleading and it must comply with all associated requirements mentioned in Axi's Affiliate Marketing Guidelines.

Are you ready to start advertising?
First, make sure that you take the following into account.

- ✔ Inform your Account Manager of all the websites, platforms (Google, Facebook, etc) and regions that will be used in your affiliate strategy.
- ✔ Do not use unqualified, absolute statements or unwarranted claims – always seek to use balanced statements.
- ✔ Note that CFDs are the only products that Axi offers. We are not authorised to offer Binary Options.

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AxiTrader LLC (AxiTrader) is incorporated in St Vincent and the Grenadines, with registration number 4303 LLC 2025. AxiTrader is 100% owned by AxiCorp Financial Services Pty Ltd, a company incorporated in Australia (ACN 127 606 348). AxiTrader LLC is a member of The Financial Commission, an international organization engaged in the resolution of disputes.

Making statements

The products that Axi offers are high risk leveraged products and all statements must be balanced.

For example, if you mention potential profits, you must also mention potential losses. All financial promotions on a website that promotes Axi must have an appropriate risk warning such as “Losses can exceed deposits” or “CFDs are high-risk leveraged products”

CFDs

Axi offers trading in CFDs only – always make sure this is clear.

Phrases including "trade the stock market", "access to the stock market" and "stock broker" are not acceptable.

Axi does not offer these services or trading by accessing the stock markets and it is, therefore, misleading to make promotions in this context.

When using the words "bourse", "stock exchange" or "stock market", you must make clear that you’re referring to trading "with/using CFDs", as applicable.

DO’S

- ✔ Trade Gold CFDs with Axi
- ✔ Axi offers CFD trading, -on Forex, Indices, Commodities and ETFs
- ✔ Forex CFD trading with Axi

DON’TS

- ✖ Trade Gold shares with Axi
- ✖ Trade Shares, Forex, Indices, Commodities and ETFs with Axi
- ✖ Forex and Binary Options with Axi

The word "Free"

Be cautious about using the word “free”.

"**Free**" can be used in relation to the demo trading mode, the software, the platform, charts and quotes. The word "**free**" cannot be used in relation to trading or the risk of trading.

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DO'S

- The demo mode is free of risk" or "Trade with a risk-free demo account
- Free download of the platform", "Free software to use for trading CFDs with Axi", "Free live streaming charts and quotes in the Axi platform"

DON'TS

- Risk free trading
- All in one package for free trading with Axi
- Give trading advice to clients or followers

In certain countries like the UK for example,

the activities of influencers or FX educators using social media may be defined as financial promotions (whether you are located in the country or not).

It is important that you understand the local requirements and adhere to any relevant rules.

Making an unlawful financial promotion is a criminal offence in the United Kingdom that carries a maximum sentence of 2 years imprisonment and an unlimited fine. It is therefore important to:

- Make your posts financially responsible with the Financial Conduct Authority's (FCA) Fin-fluencing infographic
- Familiarise yourself with the FCA's guidance on social media promotions

Financial success

When advertising Axi, do not make unwarranted claims of financial success by traders and do not promise guaranteed profits.

Do not use "earn" or "win"

Avoid using images that suggest a lavish lifestyle brought by CFD trading such as piles of money, expensive cars and objects or images that suggest soaring prices and a price rally.

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You cannot state that someone can learn trading easily or profitably with Axi, unless the word learn is connected with the demo trading environment or the platform usage.

Do not use the word "play", even when the advertisement/ promotional material is related to demo mode/practice mode.

the word 'play' implies that our services, even the demo service, are like a game. Don't use "Gamble on stocks" or "Money game".

DO'S

- "Easy learning platform", "Simple platform tools", "Easy to use platform", "Easy to navigate platform", "Intuitive platform", "User- friendly platform" "Seamless platform"
- "Practice trading with Axi's demo account", "Get to know trading by using your Axi free demo account", "Learn how to use the platform by trading in the Axi demo mode"
- You can learn to trade using a demo account on the Axi platform and start trading forex anywhere on the go
- Trade Forex CFDs on the user friendly Axi trading platform using plenty of risk management tools

DON'TS

- "Easy profits with Axi", "Easy and simple trading", "Trading the world's most popular financial instruments is easy", "Guaranteed profits by trading with Axi"
- "Learn trading with Axi platform", "Learn how to become profitable trader using Axi CFD service", "Trading is simple to learn with Axi"
- Start learning currency trading, and profit anywhere and anytime on this 24/7 online market
- Trading Forex can be simple, even for beginners

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Are you an AU-based partner?

Axi has a Target Market Determination (TMD) Target Market Determination / Axi AU. Please refer to the TMD and ensure you follow the outlined rules:

DO'S

- ✔ Familiarise yourself with Axi's Target Market Determination (TMD) for each product.
- ✔ Refer to the TMD and comply with its distribution conditions.
- ✔ Notify Axi promptly (within one business day) of any breaches, dealings outside the TMD, or circumstances that could reasonably constitute a breach.
- ✔ Refer all complaints to Axi as soon as possible and provide full cooperation in complaint investigations, including records, information, and system access.

DON'TS

- ✖ Market Axi's products to unsuitable consumers or audiences likely to include unsuitable consumers.
- ✖ Provide financial advice or any information not approved by Axi.
- ✖ Respond to complaints or contact complainants without Axi's prior written consent.
- ✖ Provide hyperlinks, banners, or marketing materials in environments unsuitable for Axi's audience.

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