

Business Model

Focused on the future, positioned for success

Our resources



Technology

- Continued investment in product development and resilience
- Award winning options platform
- Direct market access (DMA) platform
- Sophisticated web application programming interface (API)
- Range of leading-edge tools and charting to inform clients



Brand and reputation

- Global leader in online trading, trusted partner for over 380,000 active clients
- FTSE 250 company with £3.1 billion market cap as at 31 May 2022 and a long history of profitability and financial strength
- Content with cutting-edge research and actionable trading insights
- Client surveys show our reputation is one of the top reasons they choose us



People and culture

- Culture expressed through values – ‘champion the client’, ‘learn fast together’, and ‘raise the bar’
- Tradition of innovation throughout the business
- Experienced Executive team who understand our clients



Financial capacity

- High level of cash generation and liquidity
- Strong balance sheet with the financial capacity to support business growth

Our products

Our resources and strengths as a business come together to provide four products for our clients:

OTC

- Contracts For Difference (CFDs)
- OTC FX
- OTC options

ETD

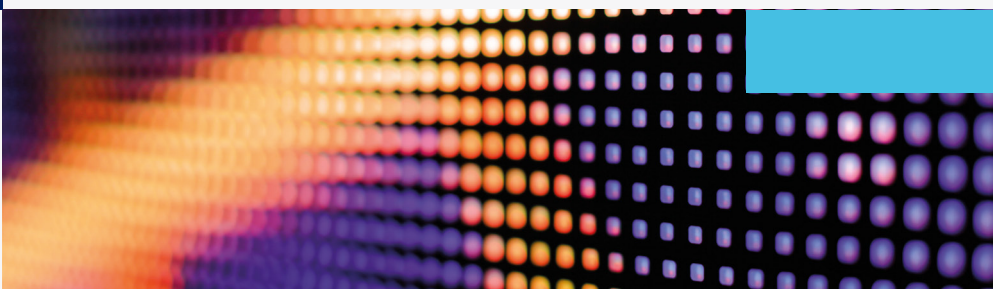
- On-exchange leveraged securities (EU)
- Options and futures (US)

Market risk management

We look to support our clients at all stages of their journey.

This starts with our onboarding process, continues through to our educational offerings, client service support and trade execution, which always benefits the client.

This can also be seen in the risk management model in our OTC business, which is a key differentiating feature for us as a business.



Stock trading

- Share trading
- IG Smart Portfolios (in association with BlackRock)
- ISA and SIPP's (via share trading)

Content and education

- 10hrs daily live programming
- News and original content
- Webinars and tutorials

IG

IG

DAILYFX



We offset client exposures and hedge any residual exposure in excess of pre-agreed risk limits in the external market.

This is key to our business model. It also allows us to manage our market risk while lowering our cost of hedging. And by hedging residual exposure, means that our interests are aligned with those of our clients.

Creating value for our stakeholders



Investors

Delivering attractive returns across an increasingly diversified business from a strong financial position.



Clients

Providing a quality global platform, excellent client service and a range of distinctive educational content to support the trading of our ambitious clients.



Society

Playing our part to support our communities, with a focus on financial literacy and the environment.



Employees

Recruiting, retaining and engaging our people through an inclusive environment that enables them to develop as professionals with best-in-class resources, training and support.