

**New Platform
Launch This
Summer!**



**THE ONLY ALL-IN-ONE
BINARY OPTIONS SOLUTION**

↑ About us

TradeSmarter is a leading Binary Options Platform that offers b2b full Turnkey solutions and bespoke tailored Platform branding to fit any White Label need. TradeSmarter is a specialist in working with financial partners all over the world, including Europe, Australia, the Middle East and Asia regions.

TradeSmarter is known for its innovative trading platform and its state-of-the-art back office system which allows you to maximize retention of new and existing leads, focusing on your best performed affiliation marketing channels, increasing revenues and of course, to maximize the life time value of each active client.

We take pride in creating long-term, reliable partnerships in the b2b market.



↑ Customised & Branded Platform

With the TradeSmarter customised solution, any white label client can enter the financial market with the most cutting edge platform that is tailored to his brand. Our turn key solution allows for a special quick set up for establishing your privately labeled platform. Our platform and software is designed to be light, open, and easily customisable with an emphasis on the highest quality end-user experience. Clients can trade multiple assets, with advanced real-time charting and multiple view options, 24 hours a day. The platform is currently available in multiple languages with a full localisation that includes local payments and marketing tools, along to the language choices of the site.

↑ Full Turnkey Solution

Our turnkey solution closes the loop between your trading platform to the other departments (such as support, banking, marketing, billing and risk management). TradeSmarter is proud to include and share as part of the Full Turnkey solution, additional proprieties that build for the growing needs of the operational brands, such as: Affiliate software, CRM, BI reporting, bonus management, Risk management tools, smart automatic mailer systems, VOIP integrated solutions and more.

TradeSmarter delivers the most accurate live 360 view of your business.

↑ Scalable solution

TradeSmarter provides the most profitable platform, able to absorb a large level of transactions and traffic at any given time with Risk Management and Scalability as a key focus. Successful brands within the market will have to be provided with a truly scalable and adaptable platform in order to handle and accept a large number of user requests at any time. TradeSmarter platforms are built with this in mind, making them the ultimate solution for a growing and successful White Label brand. The platform is based on Amazon resizable compute capacity in the cloud. TradeSmarter IT Team can quickly scale capacity, both up and down, as client traffic computing requirements change.

↑ Offering a flexible business model

TradeSmarter offers a flexible business model, business model to a number of different partnership structures. number of different partnership structures. From White Label/IB Agreements, to licensed technology, TradeSmarter provides flexible and modular solutions, with a central aim to focus on your business and to lower your overheads.



Full support

TradeSmarter provides significant training and marketing expertise to help train your staff, whilst also complementing your own collateral. Execution, goal-orientated interaction and excellence are all key elements of our continuing success. Choose the business model best suited to your business needs, with all configurations and set up fully customisable.

Complete Solution

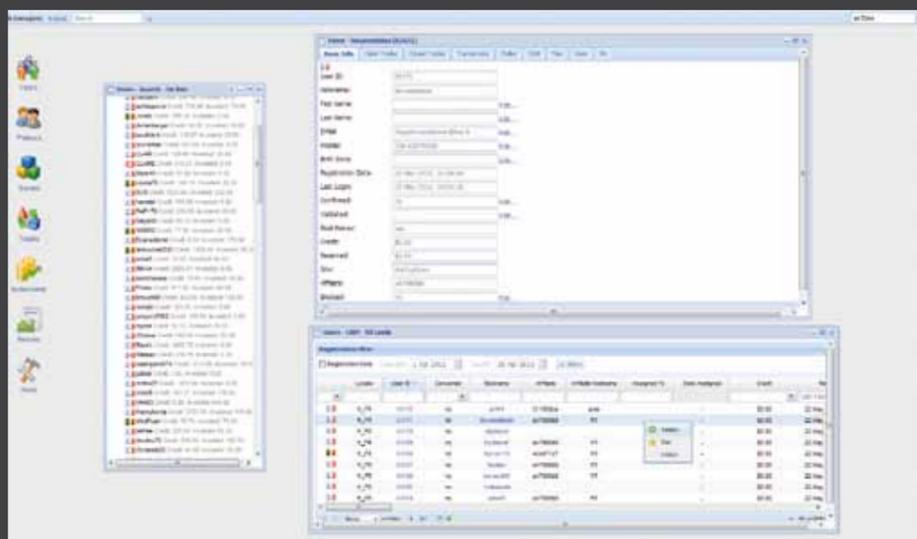
Our full Turnkey solution includes 8 modules that create for you one single fluid back-end, which gives you complete full control of your system. From trading experience to compliance and support ticketing, TradeSmarter believe that the user "cycle process" should be as enjoyable and professional as possible. Using the single click reporting and understanding the P&L in a singular unified view, will allow you to make wiser management decisions in a more informative manner.

8 Modules built in

With the TradeSmarter Full Turnkey solution, White Labels will receive our full propriety and unique modular integrated Trading Platform, Back office and IT Service, allowing for total client management and ownership of client accounts and data. All 8 modules have been developed by Tradesmarter and are part of the back-end, no further costs for you, no integrations needed.

8 Modules include:

- ✔ TS Trading Platform
- ✔ TS CRM
- ✔ TS Affiliate Software
- ✔ TS BI Reporting
- ✔ TS Smart Mailer
- ✔ TS VOIP Solution
- ✔ TS Risk Management
- ✔ TS Multi Branding



Also includes: Sales Dashboard, Bonus management, Support ticketing, Automatic Verification integration, User upload files, Technical add-ons, API integration, shared wallet, Integration with meta4 and Cloud Hosting



Marketing Analytics

The TradeSmarter Full Turnkey solution was designed specifically to allow White Labels to focus solely on marketing and growth of the customer base. All services are specifically designed to meet in real time any and all possible needs of the White Label target audience audience in order to maximize the profitability of the operation, allowing white label clients to view and analyse the full cycle from the first click, to the P&L, to understanding their ROI per channel, per country.

Our solution includes 8 specific modules that are centralised in place, taking into account the importance of synced data. This allows the "1 click reporting", predefined and customised reports that cover or slice any angle of the business, to quickly identify and respond to any high priority issues. This of course includes any multi-brand implementation. Liveperson, virtual-person and Mad Mimi, integrate seamlessly with the Tradesmarter platform and offer an expanded range of functionality for customers who need to use the tools that are familiar to them.

Trading Platform Capabilities

The TradeSmarter 2.0 trading platform has been specifically designed to enable any operator to achieve instant success when converting new users. In order to achieve best results, the platform has a unique and distinct set of capabilities:

- ✔ **Web-based:** compatible with all browsers - HTML5 capable
- ✔ **Multiple Index:** FTSE 100, NASDAQ, Dow Jones, S&P 500, S&P/ASX 200, CAC 40, MICEX, Tel Aviv 25 Index, DFM Index, Tadawul All-Share Index
- ✔ **Multiple Assets:** Over 90 Assets (currencies, stocks, commodities & Indices)
- ✔ **Multi Language:** Over 14 languages available, additional able to be added per request
- ✔ **Multiple Currency:** supporting multiple currencies and depositing options

Trading Platform Features

The features provided within the trading platform have been perfectly placed in order to allow the platform itself to cater to any type of user, from the beginner rookie trader, to the experienced financial professional.



- **Multiple Expiry:** 60 second, 15 minute, 30 minute, 1 hour and more
- **Multiple Asset Views:** View up to 6 custom chosen assets and graphs simultaneously
- **Advanced Options:** High yield payouts, custom payouts/rebate percentages
- **Strategic Options:** Above/Below, One Touch, Range/Barrier
- **Pre-expiry options:** Take profit, Rollover, Double Up
- **Quick Search:** Easily locate any asset or related assets instantly
- **Custom Dashboard:** Pin favourite assets to user's homepage
- **Sentiment Indicator:** View all current Call/Put ratio
- **Bonus Management:** Cash and pending bonuses available, volume bonus bar for end user
- **Social Features:** Trader's Activity stream, trader leader board

Trading Technology Advantages

- **Scalable:** High availability mirror/cloud, Amazon EC2 cloud, using Hot Standby solution with easy horizontal scaling
- **Secure:** Our platform and services are protected by a complete firewall solution; The traffic is restricted by protocol, by service port and by source IP address*
- **Real time backup:** Main servers located in Ireland, static content is delivered via CDNs with edge servers located at various worldwide locations
- **Feed fall back system:** Feed automatically taken from fall back when needed
- **Spike protection:** Automatic identification and elimination of spikes where necessary

* In addition our website uses SSL (secure socket layer) that encrypts the data sent and received from and to by the client.

Why TradeSmarter?

- **Proven Success:** Successful brands, expertise in regulated markets
- **Technology:** Robust & Scalable Platform, currently supporting high volume brands
- **Turnkey Solution:** All-in-one Binary Options Solution, no integration needed

Next Steps

To receive the TradeSmarter "All-in-one" solution, request a price proposal or to speak directly with us at any time please contact our sales b2b team directly by sending an email including a brief description to: whiteLabels@tradesmarter.com.

Alternatively please visit our website address for further information: www.tradesmarterholdings.com and click contact us.



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