



MARKETS.COM

WHERE THE WORLD COMES TO TRADE

MASTER THE MARKET *IN 10 MINUTES*



HIGH RISK INVESTMENT WARNING

Trading Foreign Exchange (Forex) and Contracts for Differences (CFDs) is highly speculative, carries a high level of risk and may not be suitable for all investors. Before deciding to trade foreign exchange you should carefully consider your investment objectives, level of experience, and risk appetite. You may sustain a loss of some or all of your invested capital, therefore, you should not speculate with capital that you cannot afford to lose. You should be aware of all the risks associated with trading on margin and seek advice from an independent financial advisor if you have any doubts.

Where we provide generic trading ideas, market commentary or other information this is incidental to your relationship with us. It is provided solely to enable you to make your own investment decisions and does not amount to advice. We give no representation, warranty or guarantee as to the accuracy or completeness of such information or as to the tax consequences of any Transaction including without limitation to loss of profit which may arise directly or indirectly from use of or reliance on such information.





TRAINING YOU TO TRADE!



The Markets.com Master the Market e-book will teach you everything you need to know to start trading. In this beginner-friendly guide you'll find out what currency trading is all about and learn how to make it in the Forex market.

**READ ON, AND TAKE YOUR
FIRST STEPS TO BECOMING
A PRO TRADER!**

WHAT IS FOREX?

Forex, or FX, stands for Foreign Exchange, a 24 hour a day global marketplace where currencies are bought and sold. Forex is the world's largest market, with a daily trading volume of over 4 trillion USD!



WHY TRADE FOREX?

The Forex market gives you total control over your finances

- The Foreign Exchange market, the biggest in the world, cannot be totally controlled by any single country group or institution. You can always guarantee an even playing field, and trade at a fair price.
- Trading activity continues 24 hours a day, so you can trade instantly, at any time that works for you.
- Unlike in other markets, such as real-estate, or the stock exchange, where you need to wait for the market to be ripe to be able to make a move, with Forex, you can make trades at any time, whatever the direction of the market. You can always take advantage of the current market conditions, buying or selling, depending on which currencies are on the up and which are going down.



- The important information that is impacting the market is available to everyone, giving you the same access to critical data, as every other trader

HOW DO I TRADE FOREX?

What are currency pairs?

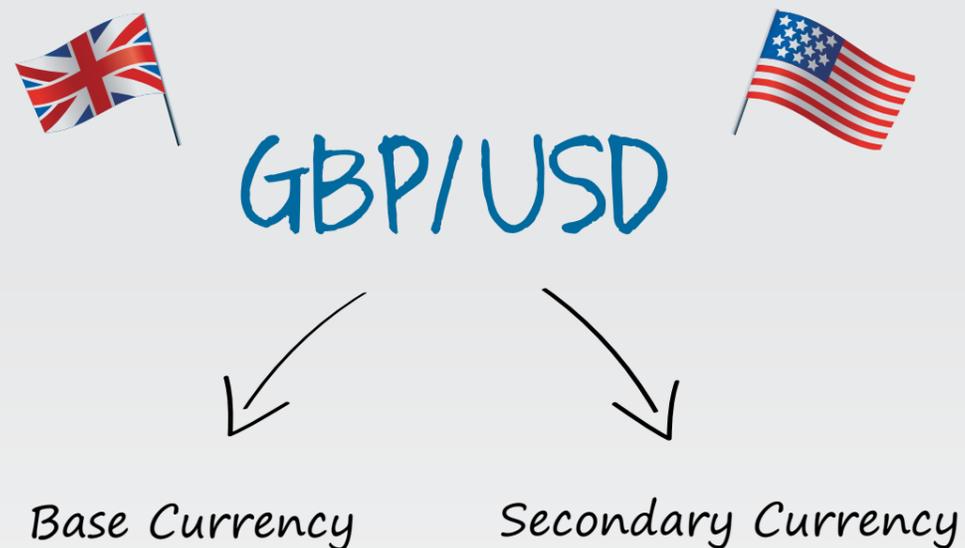


Currencies are always traded in pairs. When you make a trade you are actually buying and selling a pair of currencies simultaneously. Don't panic! You know how to do this. You've done it before. When you leave for vacation and exchange currency, you are selling your native currency and buying the destination currency. The principle is the same here.



Let's see how it's done, using the currency pair: GBP/USD

The currency on the left, in our case the British Pound, is called the Base Currency. The currency on the right, in our case the US Dollar, is called the Secondary Currency.



The cost of selling the base currency is known as the Bid Price and the cost for buying the base currency is known as the Ask Price. At Markets.com you can choose from an extensive selection of currency pairs, ranging from the common to the exotic. You can also trade on a vast range of additional instruments, from Commodities including precious metals such as Gold and Silver, and products, such as Oil, Wheat or Sugar, to market leading company stocks such as Apple, Google, Amazon and Sony.

When choosing currency pairs, you may base your decision regarding which currencies to buy and sell, on world events. For example, if while you are watching the news you see that US unemployment rates have dropped significantly, while unemployment has gone up in Britain, then that would indicate a strengthening in the USD and a weakening of the GBP. What should you do in this scenario, if you think the value of the dollar will rise against the pound? In this case, you would do well to sell GBP, your base currency.



Option 1:

Bid - sell the base currency

If you think that the value of the Pound is likely to go down against the dollar, with the dollar looking to be worth more, then you will **Bid** (sell) **GBP/USD**.

↓ GBP ↑ USD **bid**

When you Bid GBP/USD, you are selling your base currency, British Pounds, and at the same time, you are buying your secondary currency, US Dollars.

Option 2:

Ask - buy the base currency

On the other hand, if you think that the value of the British Pound is likely to go up, in relation to the US Dollar, then you will **Ask** (buy) **GBP/USD**.

↑ GBP ↓ USD **ask**

When you Ask GBP/USD, you are buying your base currency, British Pounds and at the same time, you are selling your secondary currency, US Dollars.

WHAT ARE PIPS?

Pips are the way we monitor our wins and losses on the market. Let's imagine that currently, the currency pair GBP/USD is quoted at 1.5850

This means that our base currency, the British Pound is valued at approximately \$1.58.

Now, let's say the currency moves up by one from 1.5850 to 1.5851 (one ten thousandth). This is a rise in the value of the pound to the dollar, of one pip.

1.5850 1.5851 up by 1pip

A Pip is the smallest measure of a currency. It is the last number after the decimal point.



It might seem as though it would be hard to impact your bottom line working with such small amounts, but for this reason, we have leverage, which is a way of multiplying your investment.

At Markets.com we offer you a leverage ratio of up to 1:200. This means that you don't need to have thousands of dollars in your account to manage a

sizable position with a minimal investment. As little as a \$100 on a trade can be leveraged to control \$20,000 on the FX market.

Markets.com provides a range of leverage options, enabling you to set your own investment limit up to 1:200 ensuring that you start trading in a safe and responsible way with minimum risk.

WHAT ARE LOTS? 2+5/38-7

Forex is traded in Lots, which are units of measurement. One Lot is equivalent to 100,000 units of the base currency. With Markets.com you can trade in smaller measures, such as 0.01 Lot (equivalent to 1,000 units of the base currency)

Let's look at an example, to see how everything we've learned fits together:

I think the pound is going to go up in value, so I'm buying pounds and selling dollars. I open a trade for the amount of 0.01 Lot, with the GBP/USD quoted at 1.5850. When I close my trade the next day, the GBP/USD is quoted at 1.5854

I was right! The pound went up against the dollar.

I have earned 4 pips.

A single pip is 0.0001 and I bought 0.01 Lots (1,000 units of my base currency), using leverage of 1:200.

Markets.com charges no fees or commissions on trades. Open your very first trade now with a Markets.com account, at www.Markets.com



HOW CAN I ALWAYS STAY IN CONTROL?

Stop Loss/Take Profit

On the Markets.com platform we have special tools to help you minimize your risk when trading.

A **Stop Loss Order** is a unique protection measure that lets you set in advance, the maximum amount that you are willing to risk. Even if you are no longer by your computer, once the traded currency goes below a certain market rate, the stop loss tool will automatically close the trade.

A **Take Profit Order** also lets you manage your risk. It is a protection measure that takes your profits and closes your trade, once the market reaches a pre-set goal, and the rate is still high. Though it puts a cap on your profits, it will protect you, from any sudden drop in the price of the currency, while you are away from the screen.

HOW CAN I LEARN MORE ABOUT FOREX?

At Markets.com we have a number of resources specifically geared to beginner traders



- Multi-lingual support 24 hours a day 7 days a week
- A user-friendly platform, designed to make navigation of the many trading tools and instruments easy for new traders
- One-on-one personalized training for every beginner trader
- Daily news reports, with the latest important market updates
- Webinars offering live training in basic trading strategies
- A resource library of video tutorials, e-books, tours of the platform and so much more
- A \$100,000 practice account option, to help you build your confidence as you learn the trading basics



WHY TRADE FOREX WITH MARKETS.COM?

Markets.com offers you an exciting, user-friendly trading experience!

-  **Fully EU licensed and regulated**
Feel secure, knowing that your funds are protected with insurance of up to €20,000.
-  **No commission or fees**
Allocate your resources where they can work for you
-  **24 hour dedicated support**
Receive the help you need, when you need it, wherever you are in the world
-  **Multiple languages**
Benefit from a powerful platform that is customized to your language
-  **Competitive spreads**
Make the most of every trading opportunity
-  **Leverage of up to 1:200**
Maximize the potential of your market strategy
-  **Multiple currencies**
Trade with an extensive list of approximately 30 currency pairs
-  **Instant access anywhere**
Trade from any screen, switching between your PC, laptop, or mobile any time, day or night
-  **Islamic account option**
Trade in accordance with Shariah law, with a SWAP free Forex Account

HOW DO I OPEN AN ACCOUNT?

Open a Markets.com account and start trading today, at www.Markets.com





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