

**Our Purpose and Values**

# Powering the pursuit of financial freedom for the ambitious

**Purpose**

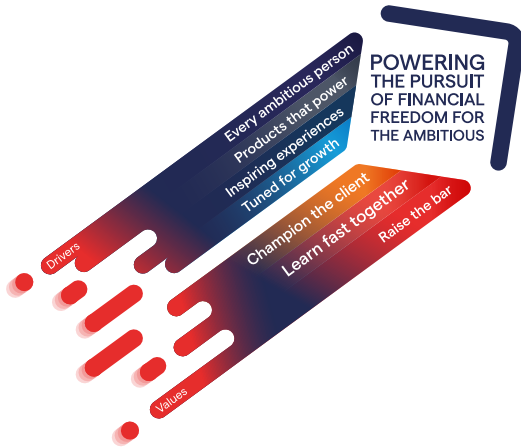
Our purpose is simple: to power the pursuit of financial freedom for the ambitious. We are passionate about providing the best experience for our clients, putting them at the heart of everything we do to support them on their trading and investing journeys.

**Strategic drivers**

Our strategic drivers guide the decisions we make and keep us on track to achieve our purpose.

**Values**

Our values inform all the decisions that we make, from day-to-day interactions with colleagues or clients through to the boardroom.



**Every ambitious person**

Unrelenting in our drive to reach ambitious people across the globe. Wherever they are, they all share similar characteristics: they're driven and self-directed. We exist to help them in their pursuit of financial freedom, and we acknowledge that this means something different for everyone.



**Inspiring experiences**

Creating personalised experiences that engage, educate and empower. We invest in our award-winning platforms to provide faster, clearer and smarter ways to trade. User experience is the top reason clients trade with us. We also encourage our colleagues to work collaboratively to produce excellent results and get the most out of their roles.



**Products that power**

Evolving our product portfolio to provide greater choice and flexibility in the pursuit of financial freedom. Through innovation, we can power every ambitious person with market-leading technology, platforms, products and exchanges. Our focus on education gives our clients the understanding and confidence to harness that power to achieve their goals.



**Tuned for growth**

Developing our capabilities and infrastructure for growth, balancing the need for agility with robust controls and risk management. Successfully diversifying our business geographically and by product has been possible due to our strong scalable foundations. As we continue to grow, this remains a key focus in our technology, our operations and our financial strength.

**Champion the client**

We want our clients to trade profitably, and our business model aligns our interests.

**Learn fast together**

This is key to our culture of innovation. We know that not everything will work perfectly the first time, but we encourage our colleagues to be innovative, productive and collaborative to accelerate growth and drive personal development.

**Raise the bar**

As the market leader in our industry, with a strong reputation for doing the right thing for all of our stakeholders, we encourage our colleagues to constantly raise the bar.