



# POLICY FOR THE MANAGEMENT OF CONFLICTS OF INTEREST



## **MARKETS.COM**

WHERE THE WORLD COMES TO TRADE

This Policy for the Management of Conflicts of Interest has been updated as at 29 January, 2017 and shall remain effective until a more recent version is released. Safecap Investments Ltd reserves the right to amend or supplement this policy at any time. This Policy does not replace our Investment Services Agreement (Terms and Conditions of Trading) which we ask that you read carefully before you enter into any trading. The prevailing version of this Policy is always available on our website [www.markets.com](http://www.markets.com).



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This Policy sets out how we seek to manage conflicts of interest that may arise when we undertake investment services. Treating clients fairly is central to our culture and ethos. We are committed to be acting honestly, fairly and in accordance with the clients' best interests. If any terms of this Policy are unclear to you, you should seek independent legal advice. Please contact us for any questions you may have by using the [Online Contact Form](#).

Safecap Investments Ltd ("Safecap") is a regulated investment services firm, authorized in the conduct of its activities by the Cyprus Securities and Exchange Commission ("CySEC") under license number 092/08. Safecap is also authorized by the Financial Services Board ("FSB") in South Africa as a Financial Services Provider under license number 43906. Safecap is located at 148 Strovolos Avenue, 2048 Strovolos, P.O.Box 28132 Nicosia, Cyprus.

MARKETS.COM is a global brand and trade mark used by Safecap and owned by its holding company which is Markets Limited ("Markets"). Safecap and Markets are subsidiaries of Playtech Plc, a company traded on the London Stock Exchange's Main Market and a constituent of the FTSE 250 index. Safecap has the sole and exclusive use of the domain '[www.markets.com](http://www.markets.com)' worldwide.

**Risk Warning:** Trading Foreign Exchange and Contracts for Difference is highly speculative, carries a high level of risk and is not appropriate for every investor. 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. Please ensure that you read and fully understand our Risk Disclosure Statement available on <http://www.markets.com/risk-disclosure-statement>.



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## 1. INTRODUCTION

### Scope

This Policy for the Management of Conflicts of Interest (the “Policy”) provides an overview of how Safecap Investments Limited (“Safecap”, “we” or “us”) seeks to manage potential conflicts of interest that may arise when offering investment services to clients. This Policy does not form part of any legal agreement between Safecap and any client or prospective client.

### Our business activities

We consider essential that we identify and manage conflicts of interest as they relate to our investment services we carry out at any time.

Safecap’s business relates to enabling primarily retail clients to trade Contracts for Difference (“CFDs”) via our online trading platform Markets.com. We effectively receive, transmit and execute clients’ orders in CFDs.

We act at all times as Principal (counterparty) to the trading of our clients.

We do not offer investment advice or portfolio management services. Our limited investment research is at the date hereof undertaken by 3<sup>rd</sup> parties and is not addressed to any individual client or his / her investment objectives.

## 2. OUR COMMITMENT FOR TREATING CUSTOMERS FAIRLY

Treating Customers Fairly is central to our corporate culture and ethos.

We have a duty to act honestly, fairly, professionally and in the best interests of our clients when dealing with them. Our framework for Treating Customers Fairly is premised on six key principles as follows:

- i) Clients should be confident that treating them fairly is central to our corporate culture and ethos;
- ii) We market products and services to our retail clients having regard to whether they are appropriate for them, based on the targeted clients’ knowledge and experience;
- iii) We provide our clients with clear, fair, not misleading and not aggressive information at all times: before, during and after their trading with us;
- iv) We do not offer clients investment advice. We communicate non-client specific market information and “colour” from sources which we reasonably believe, acting diligently, are credible;
- v) We provide high levels of client service and experience as measured by: best possible prices, speed of execution, quality of our knowledge on client enquiries. We do not promise what we cannot deliver. We are not aggressive or misleading in our dealings with clients and do not permit business or other introducers to be so either;
- vi) We are transparent on the basis that clients deal with us, especially where clients trade with us on a principal to principal basis. We advise clients of conflicts and the Over the Counter (“OTC”) and non-transferability nature of our CFD product suite.

## 3. OUR CODE OF CONDUCT

Safecap and its holding company Markets Limited (collective the “Group”) have in place a Code of Conduct applicable for all employees of the Group. The Code of Conduct deals with how Conflicts of Interest are managed internally and the processes, procedures adopted by the Group to this end. In relation to conflicts of interest, key points to note from the Code of Conduct indicatively include:



- i) All employees are bound by the terms of the Code of Conduct and have to annually acknowledge their continuous adherence to this Code of Conduct
- ii) All employees should at all time be in full compliance to internal policies and procedures
- iii) Employees are advised through the Code of Conduct how to identify conflicts of interest and how to escalate these to their line management and the Compliance Department
- iv) All employees are bound by professional secrecy. Confidential information is only to be shared if essential for performing their specific duties and responsibilities
- v) All employee trading or participation in businesses that compete with the Group need to receive prior clearance from the Compliance Department in line with Safecap's Personal Account Trading policy
- vi) Non Group related executive or non-executive roles are only possible with prior permission, unless this relates to social causes
- vii) Employees are prohibited from personally trading using the knowledge gained from inside/non - public information
- viii) The ultimate parent company's Playtech Plc regulations on trading (including trading during closed or sensitive periods) and safekeeping of confidential information also apply on Safecap's employees fully at all times

#### **4. THE LEGAL AND REGULATORY FRAMEWORK UNDER WHICH THIS POLICY IS ISSUED AND IMPLEMENTED**

This Policy is issued pursuant to, and in compliance with the requirements of EU Directive 2004/39/EC of 21 April 2004 on Markets in Financial Instruments ("MiFID") and the Investment Services and Activities and Regulated Markets Law of the Republic of Cyprus which transposed MiFID into Cyprus legislation.

Furthermore, this Policy complies with Section 2 of the Questions and Answers Document of the European Securities and Markets Authority ("ESMA") issued on 11 October 2016 with reference ESMA/2016/1454 with respect to the provision of CFDs and other speculative products to retail investors under MiFID. Section 2 of this Document relates to "Conflicts of interest arising from business models that may be adopted by firms offering speculative products to retail investors".

In this Policy, we collectively refer to all the above legislations, regulations and guidelines as "Regulations".

#### **5. IDENTIFICATION AND NATURE OF POTENTIAL CONFLICTS OF INTEREST AND THEIR SOURCES AND OUR APPROACH TO MANAGING THESE**

Conflicts of interest are unavoidable in financial institutions such as Safecap with a diverse range of activities, including those trading as Principal with their clients. Safecap seeks to manage conflicts of interest fairly at all times.

Safecap hereby identifies and discloses a range of circumstances which may give rise to a conflict of interest and potentially but not necessarily be detrimental to the interests of one or more clients. Such a conflict of interest may arise if Safecap or any person directly or indirectly employed, remunerated or controlled by Safecap and its affiliates, or a client, is likely to make a financial gain, or avoid a financial loss, at the expense of a client.

We also map out herebelow our approach to managing these indicative areas of conflicts of interest:



Circumstances of potential conflict of interest*	Our approach to managing these (indicative actions)
<p>When a client enters into any order to Buy or Sell a Contract for Difference (“CFD”) on our trading platforms, the client trades with us as his / her counterparty. We are the Principal to each trade that the client enters.</p> <p>This means that:</p> <ul style="list-style-type: none"> <li>• The client may only close each position he trades with us.</li> <li>• The client’s positions are not transferable to any other regulated investment firm. This is a major difference to when clients trade for example in Shares. In such cases, clients can move their holding in Shares to be traded through another investment firm – broker. In CFDs, clients can only trade / close their position with the investment firm – broker they initially opened their position with.</li> <li>• If clients make profits on their trading, we lose. If the clients register losses on their trading, this means we profit.</li> </ul>	<ul style="list-style-type: none"> <li>• We have introduced an <a href="#">Order Execution Policy</a> that sets out our obligations in delivering Best Execution to our clients.</li> <li>• Best Execution is the process by which Safecap seeks to obtain the best possible result when executing client orders.</li> <li>• Generally, Best Execution is determined on the basis of the total consideration paid to or by the client, unless the objective of execution of the order dictates otherwise.</li> <li>• Prices quoted for CFDs are based on the published prices of underlying instruments on the regulated exchanges where such instruments are regularly traded or, with respect to Foreign Exchange, based on the aggregation of prices received from global investment banks and other liquidity providers</li> <li>• Commencing 2017, we regularly advise the Cyprus Securities and Exchange Commission as our home regulatory authority of the number of winning and losing clients.</li> <li>• We disclose our Spreads and charges on our trading platform Markets.com</li> <li>• Our marketing communication is developed on the basis of being fair, clear and not misleading to clients and is issued following approval by the Compliance department.</li> </ul>
<p>The settings of the trading platform may be at non symmetrical parameters. A key area relates to trading slippage. Slippage refers to the difference a client expects to pay for a trade and the actual price at which the trade is executed. Slippage occurs because there is a slight time delay between the client entering the trade and the time the broker receives the order. During this time delay, the price may have changed. Slippage can be much higher in fast-moving, volatile markets. It can either work in favor of or against the client. Conflicts may arise if the application of slippage parameters is not symmetrical. That is the broker enables a higher negative slippage for the client whilst limiting the client’s potential profit in positive slippage.</p>	<ul style="list-style-type: none"> <li>• All trading platform parameters are symmetrical.</li> <li>• With Market Execution, we apply a Slippage Limitation for each instrument on Markets.com Web/Mobile Trader.</li> <li>• A Slippage Limitation is an event, determined as a percentage of the underlying instrument’s spread, under which the Market order will be rejected.</li> <li>• If the difference of the price that a client requests and the current market price is within the Slippage Limitation, the client will always receive the market price. If the difference is more than the Slippage Limitation, the client order will be rejected.</li> <li>• Slippage Limitations, under our culture and policy of Treating Customers Fairly, always apply symmetrically.</li> </ul>



Circumstances of potential conflict of interest*	Our approach to managing these (indicative actions)
<p>Safecap, its employees, 3<sup>rd</sup> parties acting on behalf of or on the basis of specific agreements with Safecap (such as introducers, websites and social media) may have an interest in maximizing trading volumes in order to increase dealing revenues or their variable remuneration pay. This may be inconsistent with the need for client's to trade prudently or for minimizing clients' transaction costs. Safecap employees may also receive bonuses or other form of variable pay that links to the trading performance of clients.</p>	<ul style="list-style-type: none"> <li>• Employees who receive any form of variable pay (including performance related pay) are subject to vesting periods with malus and claw back provisions.</li> <li>• Incidents of conflicts of interest or any other compliance breach lead to suspension of unvested rights and / or clawback of any awards and / or termination of employment.</li> <li>• Awards are structured so as to have regard to long term client satisfaction as opposed to short term Company gains, recognizing that our long term success is premised on maintaining satisfied clients over the long term.</li> <li>• We do not engage with third party introducers which operate call centers.</li> <li>• Any websites, affiliates or other online introducers do not have any role in our assessment of the clients' knowledge and experience for onboarding purposes, such decision to onboard being at the entire discretion of Safecap.</li> <li>• Local registrations with regulatory authorities have to be adhered to by affiliates where appropriate.</li> </ul>
<p>Where investment research or market information is provided this does not take account of the circumstances and investment objectives of individual clients. Safecap or legal and natural persons affiliated with it may have a position or trade in financial instruments that may be covered by such investment research.</p>	<ul style="list-style-type: none"> <li>• We do not offer any form of investment advice and our disclaimers make this fact explicitly clear.</li> <li>• Market research is performed on behalf of Safecap by 3<sup>rd</sup> parties who are segregated from our Dealing, Sales and Retention employees.</li> <li>• We remunerate such 3<sup>rd</sup> parties on the basis of fixed fee arrangements which are not related to the trading generated from our clients.</li> <li>• Other than being a Principal to clients' trading or hedging for the market risk emanating for this trading, neither Safecap or its holding company or affiliates trade in any form of financial instrument for the purpose of short term financial gains.</li> </ul>
<p>Employees or business associates may have a personal holding in a security of a company and where such employees or business associates are involved in executing clients' orders, and – in breach of internal policy – encourage or push the client to trade in such a security.</p>	<ul style="list-style-type: none"> <li>• Our Code of Conduct states clearly that we do not engage in investment advice and stipulate the consequences for any breach of this requirement.</li> <li>• We monitor client communications to ensure that our staff do not engage in any form of investment advice.</li> <li>• All employees are bound by our Personal Account Trading Policy as in force and effect from time to time.</li> <li>• Other indicative points as set out in the Code of Conduct extracts of which are set out above.</li> </ul>

*\*Note that the above are only indicative areas of potential conflicts of interest.*



## 6. DISCLOSURE OF CONFLICTS OF INTEREST

In the case where the measures put in place are not sufficient to avoid or manage a conflict of interest relating to a client, Safecap will disclose the conflict of interest before undertaking further business with the client.