

GO Markets Group

# Affiliate Guidelines

1 September 2021

© 2021 GO MARKETS. ALL RIGHTS RESERVED



**GO MARKETS**

first choice for trading

### About GO Markets Group (“GO Markets”)

GO Markets Pty Ltd, its affiliated companies and subsidiaries forming GO Markets Group (“GO Markets”), offer premium trading services in a range of global jurisdictions, holding licences and meeting regulations as required by those jurisdictions.

### Purpose of the Affiliate Guidelines

We have developed these guidelines to outline GO Markets’ regulatory obligations when we are engaging with Affiliates, and to provide a framework for how we expect our Affiliate partners to assist us to comply with these obligations.

For ease of use, we have listed the good practices we require from you as an Affiliate, as a checklist on the next page. Before submitting your application, please ensure that you’ve carefully reviewed your media channel/platform (website, blogs, Facebook, Instagram, YouTube etc.) against this checklist.

The information in this guideline is to be read in conjunction with the terms and conditions outlined in your Affiliate agreement with us.

### Regulation Matters

As regulated brokers, GO Markets have an overriding obligation to treat its clients fairly, efficiently and honestly. Regulation governs everything we do, including the relationships we have with third parties such as Affiliates.

When we assess your suitability, we generally apply the same regulatory considerations that we must abide by when marketing our own products and services. If we were to accept an Affiliate who had misleading content on their website, we would be in breach of our obligations.

### Assessing Affiliate applications

When assessing your Affiliate application, we consider:

- The business you are engaged in;
- If you are a regulated entity, and if not do you need to be;
- The information on your media platform and if there is any potentially misleading or deceptive information; and
- Your brand/reputation in the market/industry.

Your GO Markets Account Manager will be your primary point of contact with us and will advise if your application has been accepted.

Successful applicants will then be requested to provide KYC/Identification documents as part of our due diligence process. Approval of your application, including any marketing material (e.g., ads, commercials) will be subject to a satisfactory due diligence result.

### Ongoing Monitoring

After the approval of an application, Affiliates will be subject to ongoing monitoring including an annual review of Affiliates’ media channel/platform. If a breach of our guidelines is detected after an application has been approved, Affiliates will be asked to make the necessary modifications to the marketing material. Failure to do so within a reasonable period of time may lead to the Affiliate agreement being terminated by GO Markets.

**Checklist**

Use the following checklist as a guide when preparing and reviewing your media material (i.e. advertisements, promotional material etc.)

Checklist	Material Checked?
<p><b>1. Factual information only. No financial product advice.</b></p> <p>The media platform must only provide factual information about financial products and services.</p> <p><b>Factual information</b> is objectively ascertainable information, the truth or accuracy of which cannot reasonably be questioned.</p> <p><b>Financial product advice</b> generally involves a qualitative judgement about - or an evaluation, assessment, or comparison of - some or all of the features of a financial product.</p> <p>Only licence, registration, accreditation holders are authorised to provide financial advice to clients.</p> <p>We suggest including a disclosure when providing factual information, e.g.:</p> <p><i>The information on this website has been prepared for educational purposes only and is general in nature. The information provided has not considered your objectives, financial situation or needs, and is not intended to imply any recommendation or opinion about a financial product.</i></p>	
<p><b>2. Impression</b></p> <p>The content on your media platform must not be misleading or deceptive (even unintentionally misleading or deceptive).</p> <p>If a claim regarding your product or services cannot be substantiated by up-to-date documentary evidence, then it may be considered misleading.</p>	
<p><b>3. Benefits and risks</b></p> <p>The content on your media platform should give a balanced message about benefits and risks of products and services – do not overstate the potential benefits or create unrealistic expectations.</p> <p>You should make sure that risks about your financial product are clear, not hidden or difficult to understand.</p>	
<p><b>4. Past Performance</b></p> <p>When presenting/using performance figures on your media platform you should not falsify or ‘cherry pick’ the data and include a caveat where the data is published.</p> <p>If you are referencing past performance, you will need a statement like this one:</p> <p><i>Past performance is not a reliable indication of future performance.</i></p>	

Checklist	Material Checked?
<p><b>5. Opinions or projections regarding future matters</b></p> <p>Forecasts must be based on reasonable assumptions and must not be misleading. Forecasts about future performance should also state that the forecasts are not guaranteed to occur.</p> <p><i>Any opinions, projections and forward-looking statements contained are estimates only, and there can be no assurance that any such forward-looking statements will prove to be correct. Actual results may differ materially from those expected or implied as forward-looking statements.</i></p>	
<p><b>6. Warnings, disclaimers, qualifications, and fine print</b></p> <p>Use of warnings, disclaimers and qualifications should not be inconsistent with other content (e.g., headline claims) and should be sufficiently prominent (i.e., same format as the main body of the message and not in fine print or hidden).</p>	
<p><b>7. Fees and costs</b></p> <p>Where fees or costs are mentioned, it should give a realistic impression of the overall level of fees and costs the consumer is likely to pay (including any indirect fees or costs).</p>	
<p><b>8. Restricted use of certain terms and phrases</b></p> <p>Take care and avoid using terms such as: free, secure, and guaranteed which could be misleading if used in the inappropriate context. Avoid creating expectations that cannot be met.</p>	
<p><b>9. Photographs, diagrams, images, and examples</b></p> <p>Use of photographs and images must not be misleading and contradict, detract from, or reduce the prominence of any warnings, disclaimers, or qualifications. Tables, charts, and diagrams should be easy to understand and not be ambiguous, overly complicated or falsified.</p>	
<p><b>10. Testimonials</b></p> <p>No falsified testimonials are permitted to be used. Only genuine testimonials with the consent from the person providing the testimonial can be used.</p>	
<p><b>11. Use of the GO Markets name and Logo</b></p> <p>It is strictly prohibited to use the GO Markets name and logo unless written permission is given by GO Markets.</p>	

### Commission Tiers

Tier Levels	First Qualification	Secondary Qualification	
	Application Confirmed & Deposit \$500	Trade 5 Lots	Total
Tier 1	\$400	300	\$700
Tier 2	\$275	300	\$575
Tier 3	\$150	300	\$450

### Country Tiers

Tier 1	Tier 2	Tier 3
Australia	Austria	Andorra
Denmark	Bahrain	Brazil
France	Costa Rica	Colombia
Germany	Czech Republic	Cyprus
Hong Kong	Egypt	Dominican Republic
Indonesia	Finland	India
Ireland	Greece	Kenya
Italy	Hungary	Morocco
Malaysia	Kuwait	Nigeria
New Zealand	Mauritius	Oman
Norway	Mexico	Peru
Portugal	Poland	Romania
Saudi Arabia	Qatar	South Africa
Singapore	Slovakia	Sri Lanka
Spain	Slovenia	
Switzerland	Sweden	
Thailand	Taiwan	
United Arab Emirates		
United Kingdom		