

# Press Release

20 June 2018

## One in four investors say they are considering Social Trading in 2018

- **A survey of UK equity investors reveals: A third (33%) say a traditional stock-market approach is overcomplex, which can be simplified by automatically following Top Traders**
- **Social Trading allows investors to follow experts' moves, meaning they can effectively trade the markets without excessive time-commitment**
- **The model appears to suit most investors. 52% say they always seek advice from experts or peers before making any decision**

**Singapore, 20 June 2018** – According to a survey commissioned by Financial Technology group ayondo, about one in four (26%) retail investors are considering Social Trading in 2018. In the survey of UK retail investors conducted by OnePoll, participants are quizzed about their investment habits, along with what they felt were the main barriers to success in the stock markets.

The results indicate that many people are leaning towards Social Trading because they find traditional investing overcomplex and time-consuming. When asked what prevented them from being more successful investors, almost half (44%) cited their lack of knowledge and experience of the markets, while a third (33%) said that investing was too complicated. A similar proportion (32%) said that they were held back by time constraints.

Social Trading offers retail investors a solution to these common issues, as it allows people to share and follow Top Traders' investment moves, proportionally and on a real-time basis. This means that users can effectively trade in the markets without having to consistently spend time and effort carrying out their own research.

This model would appear to suit most investors. In the study, 52% of respondents stated that they always refer to the opinion of experts or peers before making any investment decisions.

**Mita Natarajan, Chief Business Development Officer ayondo says:** "Becoming a successful investor requires a huge amount of commitment. Many people don't have the time to research stocks or watch the markets and they can end up losing money as a result. A practical solution to this is to let experts make the decisions for you, which is where Social Trading comes in."

SGX-listed Financial Technology Group ayondo is considered as one of the FinTech pioneers in Europe which has capitalised on the opportunity arising from emerging digital technologies and changing trends in the financial industry. While having their core retail

customer markets in Europe, the Group focusses on pursuing their Asian B2B strategy. With currently more than 25 B2B partners, ranging from white label partners to introducing brokers ayondo provides self-directed trading as well as Social Trading services.

**- The End-**

#### **About the research**

The survey, commissioned by ayondo, was carried out by research house OnePoll in February 2018, amongst 500 UK adults who have invested or traded in stocks and shares. The aim of the survey was to learn about their investment habits, get a sense for their interest in Social Trading along with what these investors felt were the main barriers to success in the stock markets. Founded in 2005, OnePoll surveys are compliant with the MRS code of conduct and their researchers are members of the Market Research Society.

#### **About ayondo**

ayondo is a global Financial Technology group with subsidiaries authorised and regulated in the UK (FCA) and Germany (BaFin). Besides offering a sophisticated online trading platform, ayondo specialises in Social Trading and is the first company to offer Social Trading services under a portfolio management licence issued by the German regulator, BaFin. In recent years ayondo has won several accolades including Europe's leading Financial Technology providers ("FinTech 50"). Other honours include the International Financial Award Best Social Trading Platform and Broker of the Year

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