



BD SWISS+

General Partner Guidelines

Promoting to EU Clients

Every BDSwiss Partner has his/her/their own individual responsibility to read and understand this legal notice and the terms conditioned and established by the Company's General Partner Terms & Conditions. As a result, we would like to emphasize once again the following points:

1. The Partner **website** or channel needs to include the standard **ESMA risk warning which can be found on eu.bdswiss.com**. Please note that the percentage (%) of clients losing money is updated every 3 months.

***Risk Warning:** CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **72.5% of retail investor accounts lose money when trading CFDs with this provider**. You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

a) If the Partner has several EU brokers listed, then the risk warning can be modified to apply for all:

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage.

Between 74-89% of retail investor accounts lose money when trading CFDs.

You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money

b) When it comes to social media accounts, a shorter or abbreviated version can be used:

Between 74-89% of retail investor accounts lose money when trading CFDs.

You should consider whether you can afford to take the high risk of losing your money.

2. When it comes to promoting to **Spanish clients / Spain** an additional CNMV RW needs to be added in **Spanish**:

CNMV has determined that CFD and Forex are difficult products to understand and are not suitable for retail investors due to its complexity and the high risk involved.

Spanish Translation:

La CNMV ha determinado que los CFD y Forex son productos difíciles de entender y no son adecuados para los inversores minoristas debido a su complejidad y al alto riesgo que conlleva.

3. All CTA buttons linking to BDSwiss' registration page need to have a risk warning underneath that reads:
"Your capital is at risk. 74-89% of retail investor accounts lose money"

In General, in any communication with Prospective Clients, the Partner shall always indicate the risk involved in trading CFDs.

4. All and any information presented with regards to BDSwiss / Swiss Markets / BDSTrading needs to be **correct and up to date**. Please note that the Company:

- Does NOT offer bonuses
- Does NOT offer binary services
- Does NOT offer CFDs on Cryptocurrencies
- Has standard minimum deposit requirements depending on account type - in case the Partner requires clients to deposit any other minimum deposit amount in order to access certain services or education this **needs to be made clear that it is a requirement on the part of the Partner and not BDSwiss**
- Does NOT guarantee any profits
- Does NOT guarantee trading success or any standard form of income from trading

5. Any **former binary mentions in regard to BDSwiss need to be removed** and all information should be appropriately updated. BDSwiss should NOT be presented as a "former binary broker".

6. In case Partners have some old articles about BDSwiss that for some reason cannot be updated then:

- a) The article needs to have a **clear date** of when it was published
- b) If there is any mention of binary trading, then a notice should be added informing readers that binary services are **no longer offered**.

IMPORTANT NOTICE:
Binary Options are no longer available!

7. Only eu.bdswiss.com link must be provided to EU prospective clients.

8. Personal contact with the client via means, such as direct telephone calling, personal meetings, sending emails, contact through social media or internet chat rooms, **it is not allowed**.

9. When it comes to Signal Providers:

- a) There needs to be a clear disclaimer on your website or channels informing clients that: "signals are no guarantee of any profits or wins and using signals is on the client's own risk"
 - b) Regarding the wording or phrasing of signals - this needs to be objective and informational **without a specific call to action** (e.g., "go in now" "close now" "enter at XYZ").
 - c) There should be NO privately sent signals to individual clients, as this constitutes an advice.
- 10. NOT use any misleading visuals** including bullions, cash, dollar signs and emojis, expensive cars, luxury items and the likes

BDSWISS PARTNERS ARE NOT ALLOWED TO:

- 1. Spam or use any sort of spam to attract clients.
- 2. Offer clients to register by your Partner link for compensation or for any kind of profit.
- 3. Promote BDSwiss on any website as well as any other form of communication medium (e.g. social media) that contains any form of pornographic, violent, defamatory, malicious, fraudulent, obscene, and/or unlawful content. If the content of the Partner is deemed somewhat inappropriate, the Partner will be banned from the programme.
- 4. Have private contact with clients, as well as attract clients from any social media or any other communication platform (e.g. WhatsApp, Viber and Facebook Messenger).
- 5. Send direct traffic. All visitors sent by Partners must come using instant direct redirect from the Partner's webpages or any other domain to the BDSwiss' domain.
- 6. Misuse the company's name with false/unwarranted statements about the company and the product in any way (e.g. promotions, rewards and coupons). Only promotions, rewards that exist on our platform can be advertised.
- 7. Display the company's brand name misspelt or varied in any source that it is advertised on, including a website's main URL domain.
- 8. Publish materials or use phrases stating that **"trading is easy"** or **"that trading is exciting"**. Additionally, Partners should not imply in any way that trading leads to "success", "a change in lifestyle", "financial freedom" or any other form of unwarranted benefit.

9. Promote BDSwiss via websites, ad campaigns or other sources **which have not been reviewed** and approved by BDSwiss personnel or compliance managers. All online and offline marketing or educational material must be approved by the Company prior to use.
10. Advertise BDSwiss on a website or a webpage that offers trading signals, social trading, copy-trading, auto-trading, robots, or portfolio management services without a proper license and/or written pre-approval of the company.
11. Cookie-stuffing in any form (e.g. using the preview of iFrames with Partner link).
12. Attracting traffic from countries prohibited by the Company and conducting marketing activity in the prohibited regions. We do not accept traffic from Cyprus, United Kingdom and Belgium. This list is non-exhaustive; the Partner is required to seek our confirmation that the target markets are permitted, according to the Company's Prohibited Country Policy, updated from time to time.
13. Include information regarding strategies that indicate them as trading strategies (e.g., Martingale trading strategy"). Instead, the Partner should call it a "trading pattern".
14. Imply that BDSwiss products are easy to understand/use and accessible to everyone.
15. All promotions, communications and invitations to open an account (registration links) must have a risk warning.
16. Logos: If you are authorized to use BDSwiss' logos in your agreement with BDSwiss then you must use the logos only as specified in your agreement (and any associated usage terms) and request the latest up to date high-quality source files. You should not use BDSwiss' logos, marks and images you may have found elsewhere on the web. Neither use the BDSwiss Logo as the main photo in a Group Social Media or as the name of the Group or Social Media or website.
17. Content: Wording, text links, hyperlinks and SEO Headers should be used with respect to the official BDSwiss Holding Limited's website, its regulator's restrictions, and all similar proprietary rights, together with all translations, adaptations, derivations and all rights to corporate names, metatags. Partners are not allowed to relate, associate or announce false, non-compliant information or illegal content on purpose to drive more traffic by being deceptive, exposing the company and damaging the reputation of the BDSwiss brand. In particular, Partners shall not use in combination with the BDSwiss' Brand name the below keywords: ('scam broker', 'fraud', 'fake', 'scam') in English and other languages that might get translated.
18. Communication: Partners are not allowed to use spam, bulk email, viruses or any other methods in ad campaigns that are forbidden by the legislation of the European Union countries, and legislation of other countries in which the Company is registered and/or operates.

All statements about BDSwiss Partner programme must be worded correctly and the information shared should be balanced. Therefore, if you mention potential profits, you must always also mention potential losses.

PPC GUIDELINES

1. Partners are not allowed to promote BDSwiss via PPC without prior receiving a written & signed approval.
2. After being given the approval, Partners must adhere to the following PPC guidelines. Partners are not allowed to send traffic directly to BDSwiss.
3. The Partner PPC landing page must be approved by BDSwiss prior to launching a PPC campaign.
4. Partners are not allowed to generate traffic through "paid to click" channels (e.g. people being paid to open a link, being paid to open an email and click a link, and so forth...) Direct traffic is not by any means accepted. A landing page must be used instead of sending traffic directly to your Partner links!

5. Partners are prohibited to use BDSwiss brand name (including variations as well as misspellings) in their display URL, destination URL, title, description or keywords.
6. Partners must add BDSwiss brand name (including variations and misspellings) into their negative keyword list as a broad negative keyword.
7. Partners are not allowed to display their ads when BDSwiss brand name has some form of variation or misspelling.
8. Partners are not allowed to use branded queries of other competitor companies for advertising BDSwiss in ads, or unjustifiably campaigns, in a bad light, or any other unauthorized use of any third-party copyrights or trademarks. We recommend excluding keywords related to certain competitors from targeting in your PPC campaigns.
9. All promotions and invitations to open an account (registration links) must have a risk warning.

Please read the General Partner Terms and Conditions carefully before you contact your Partner Manager. Any Partner that does not adhere to these terms will be suspended and the outstanding Commission will not be paid out.

CFDs trading is a regulated activity; as a consequence, all your promotional materials must be fair, not misleading, clear, and comply with these marketing rules. The Company reserves the right to withhold an account verification for regulated traffic without explanation.

This translated version of the General Partner Guidelines is provided for our Partners' convenience. The English version shall prevail in case of any discrepancy or inconsistency between translated versions or should any interpretation difficulties arise.

