



MULTI - AWARD WINNER GLOBAL CFD BROKER

A TRADING ECOSYSTEM BUILT FOR SPEED, TRUST
AND SMARTER DECISIONS

Message from Our Chief Executive Officer

After celebrating over a decade in the CFD brokerage business, and in some of the most exciting and established markets around the world, we're pleased to announce that Vantage has begun a new chapter in our history.

As industry leaders, we foresaw the headwinds impacting our industry and the changing demands from our clients, and we made the conscious decision to remove FX from our name, repositioning our company as a multi-asset CFD brokerage to better serve our clients.

In 2026, we marked our 17th anniversary in the markets alongside our clients, a milestone that reflects our continued growth and development. During this period, Vantage also proudly became an Official Partner of Scuderia Ferrari HP, reflecting some of the core values that define the legendary team—passion, innovation, and a relentless pursuit of excellence.

At Vantage, we have always staked our reputation as a reliable broker for our clients. But today, we are more. We are a thriving ecosystem that lives to provide our traders with access to a global network of connections and live updates, powered by the latest advanced technology.

In a rapidly shifting market, we are the steadfast presence committed to supporting our clients. As we look beyond the current and future uncertainties globally, Vantage will continue to explore new opportunities. We will broaden our product offerings, enhance our platforms, improve our customer service coverage, and build on our education and platform tools to best support our clients' trading experience.

Over the last 17 years, our dedication to trading excellence has remained strong. We are committed to continuously innovating our platform, integrating advanced technology with intuitive design. By improving the trading experience, we aim to provide traders with the tools and insights needed to help them navigate challenges and explore opportunities in a dynamic market environment.



Marc Despalieres,
Chief Executive Officer (CEO)
Vantage



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About Vantage



Who We Are

Vantage is a global, multi-asset CFD broker offering clients access to a nimble and powerful service for trading CFDs on Forex, Indices, Shares, Commodities, Bonds, ETFs, and Cryptocurrencies.

With over 17 years of market experience, our goal is to support your trading journey. We have developed our platform and services to help clients trade more effectively and identify potential market opportunities. Our commitment to high standards ensures a secure and reliable trading environment.

Vantage offers more than just brokerage services. We are committed to providing a customer-focused experience with a reliable trading ecosystem designed to support clients in their trading journey, making the process more efficient and user-friendly.

Our Vision

Our vision is to equip traders of all levels with world-class trading solutions in the financial markets.

Our Mission

By providing the best institutional offerings, we are committed to creating opportunities for people from all walks of life to start trading.

To become a global leader in the CFD brokerage industry, we strive to be more than just a broker. Our ever-evolving Vantage ecosystem is designed to support our clients at every step of their trading journey, providing access to the markets, tools, platforms, educational resources, and customer support.

In a competitive landscape shaped by evolving client needs, we continuously fine-tune our products to maintain relevance.







Why Choose
Vantage

Why Choose Vantage?

Since the company's inception in 2009, Vantage has offered our clients an unparalleled trading experience. We pride ourselves in our ability to provide absolutely the most transparent trading environment to support your trading goals.

After asking ourselves what traders want when choosing a broker, we have developed Vantage with features designed to improve your trading experience and contribute to a smooth and efficient process.

The Vantage Difference



What We Stand For

What's important to you, is important to us. Here's what you can expect when trading with Vantage.



Fast Execution

We believe speed is crucial in trading the financial markets. Over the years, we have developed a robust trading ecosystem with efficient processes and aim to offer low slippage and deep liquidity for a smoother trading experience.



Award-Winning Customer Support

We take a human-centric approach, focusing on understanding our clients' specific needs and providing dedicated support throughout their journey. Our award-winning customer service team offers resources and assistance to help you stay informed as you navigate the markets.



Intuitive Trading Tools

Technology should work for people, not the other way around. Our trading tools are designed to be intuitive and user-friendly, helping to reduce complexity so you are free to focus on what matters most.



Global Connectivity

Trading without borders is made possible through Vantage. Our ecosystem connects our clients with experts, agents, and fellow traders around the world, helping to foster a more dynamic and collaborative trading environment.



Robust Security

Your peace of mind is of paramount importance to us. That is why security and compliance are central to how we operate. Our approach includes maintaining segregated client funds and adhering to applicable regulatory standards, helping support a transparent trading environment.



Secure Funding Management

Client funds are held in segregated accounts with the AA-rated National Australia Bank (NAB), one of the four largest banks in Australia with a market capitalisation of around USD87 billion and 16.2 million customers worldwide. NAB is ranked as one of the top 25 safest banks in the world, rising 13 spots year-over-year.



Strict Regulation

Vantage operates in accordance with the financial regulations set out by the jurisdictions in which it is regulated. We strive to provide our clients with transparent and fair access to global financial markets.



Insurance Fund Coverage

The safety of our clients' funds is one of our key priorities. Therefore, we are proud to share that we have recently increased our insurance fund coverage from USD1 million to USD50 million in total aggregate coverage, underwritten by Lloyd's of London.*

* Available to eligible clients only. Insurance applies only in the event of insolvency, excludes trading losses, and is subject to policy terms and conditions. Trading CFDs is high risk and may not be suitable for all investors.



Our Global Presence

Our Global Presence

Trusted By Traders Worldwide

As an award-winning, multi-asset broker with over 17 years of market experience, Vantage is dedicated to supporting our clients throughout their trading journey.



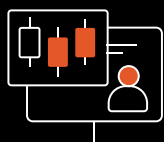
Rated Excellent
4.5 Stars



No. of Countries
172



Global Employees
6,000+



Registered Users
16.2 million+



Established in
2009



The statistics listed on this page are a consolidation of all entities under the Vantage brand. Trustpilot ratings relate to the Vanuatu Financial Services Commission (VFSC) only and may differ across other independently operated entities. Our displayed rating is based on real customer reviews and may change over time. Visit the full Trustpilot profile for the latest rating and reviews.



Our Partnership



FERRARI
OFFICIAL
PARTNER

Our Partnership with Scuderia Ferrari HP

As a proud Official Partner of Scuderia Ferrari HP, Vantage shares the core values that define the legendary team—excellence, innovation, and passion. The partnership is driven by a shared commitment to push boundaries and redefine excellence in our respective fields.





Bingx

Bingx

PER
NASTRO
0%
AZZURRO

Bitdefender

ESPACIO
vantage

16

ESPACIO
vantage



IBM

Bingx





FERRARI
OFFICIAL
PARTNER

"We are pleased to welcome Vantage Markets as an official partner of Scuderia Ferrari HP. This collaboration is built on shared values of innovation, precision, and performance—core principles that drive both our team in Formula 1 and Vantage in the world of trading. We look forward to working together to engage our global audiences in exciting new ways."



Lorenzo Giorgetti
Chief Racing Revenue Officer





Awards & Milestones

Vantage Awards

Over the years, our efforts to make trading simpler and more accessible have been recognised by major brands globally.

2016



Best ECN Broker
TheForexAwards.com

Best Customer Support
TheForexAwards.com

2017



Financial Trading Services
Provider of the Year
Finance Monthly

Financial Trading Services
Provider of the Year
**Wealth and Finance
International**

2018



Financial Trading
Services Provider of
the Year
Finance Monthly

2022



Best Mobile Trading App
Ultimate Fintech Awards

Best Retail CFDS Broker
London Summit Awards

2021



Excellence in Customer
Service
Fintech Awards

2020



Financial Trading Services
Provider of the Year
EMG Publishing

Best MT4/MT5 Broker &
Lowest Trading Costs
Global 100

2019



Financial Trading
Services Provider
of the Year
**Corporate Vision
Magazine**

2023



Best-in-Class
Social Copy Trading
ForexBrokers.com

Most Trusted Broker
Professional Trader Awards

2024



Best Multi-Asset Broker
Online Money Awards

Best Overall Broker – Australia
DayTrading Awards

2025



Best Range of Markets
Compare Forex Brokers

Best-in-Class
Social Copy Trading
ForexBrokers.com

Innovation Partnership
Award **Trend Micro
Incorporated**

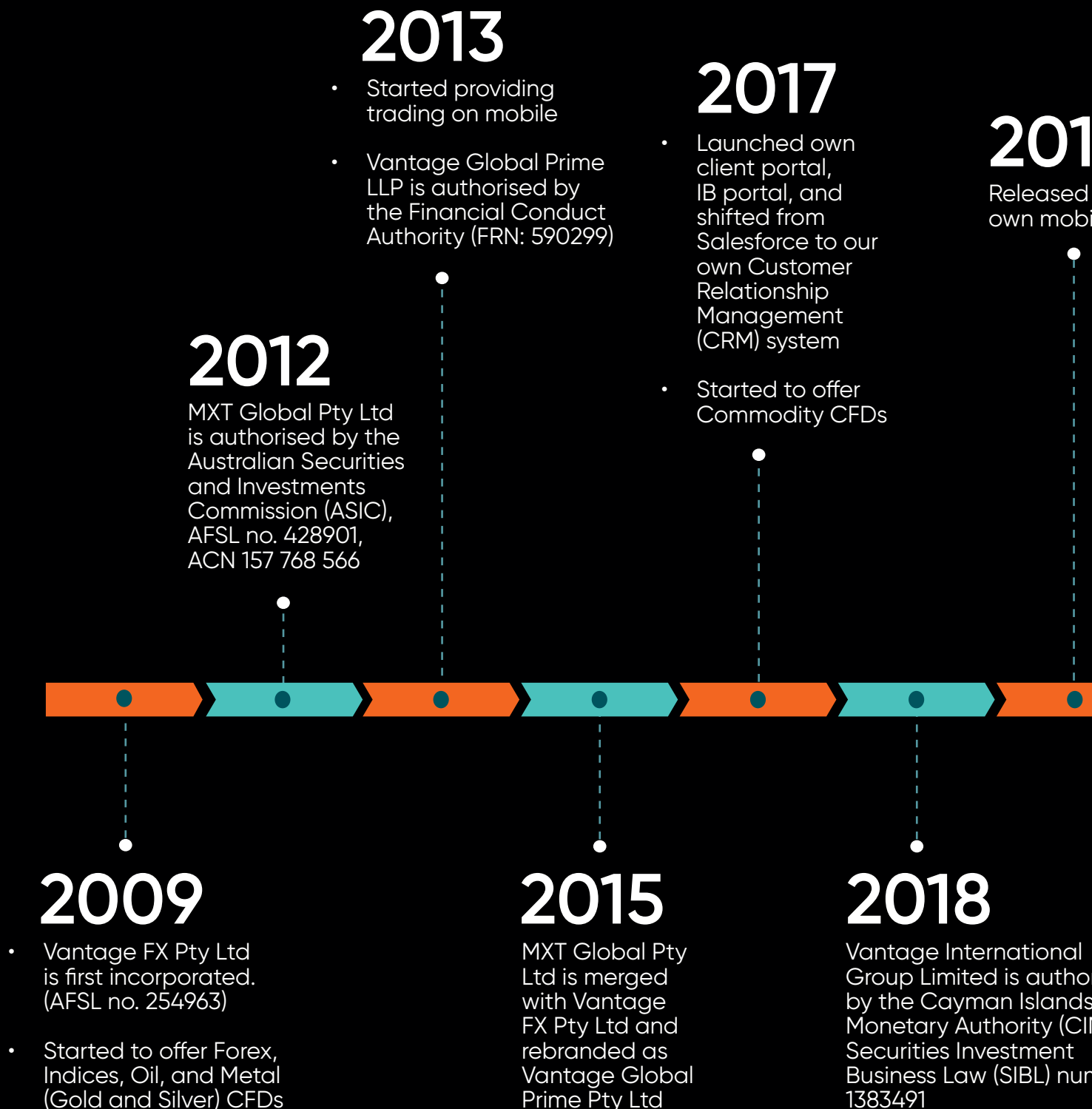
2026



Best-in-Class Social
Copy Trading
ForexBrokers.com

Best Range of Markets
Compare Forex Brokers

Vantage Milestones



9
our
ile app

2020

Vantage Global Limited is authorised by the Vanuatu Financial Services Commission (Company no. 700271)

2022

- Launch of our new website at vantagemarkets.com
- McLaren Extreme E Sponsorship

2023

- Announced Supercar Blondie as Brand Ambassador
- Launch of Vantage Foundation partnership
- Partnered with Bloomberg for The Vantage View
- Launch of Copy Trading on App
- Donated USD100,000 to UNHCR for refugees in Australia

2026

In 2026, we celebrated our 17th anniversary in the markets with our clients, a testament to our continued development. This milestone follows our 2025 partnership with Scuderia Ferrari HP, reflecting some of the core values that define the legendary team—passion, innovation, and a relentless pursuit of excellence.

2021

- Vantage Markets (Pty) Ltd is authorised by the Financial Sector Conduct Authority (FSCA) as FSP in South Africa (Licence no. FSP 51268)
- Rebranded from Vantage FX to Vantage

2024

- Integrated platform with TradingView
- Introduced new website design
- Launched Vantage Elite
- Launched the "Ultimate Trading Machine" campaign to mark our 15th anniversary

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(MA),
ember

Disclaimer: The regulatory licenses and achievements listed are specific to individual entities within the Vantage brand. Each entity operates under its own regulatory authority and in its respective jurisdiction. This information does not imply uniform regulatory status or operational scope across all entities.





Our
Growth

Our Growth Over The Years

16.2 Million

Registered Users

\$7,150+ Billion

Average Monthly Trading Volume

4.5/5.0

Rating on Trustpilot



Starting from ground zero in 2009, Vantage has grown to serve over 16.2 million registered users globally across all its entities, with an average monthly trading volume of approximately USD 7,150 billion in 2026.

Our 4.5-star rating on Trustpilot translates to an 'Excellent' TrustScore, and is a testament to our comprehensive product offering, robust platform, and dedicated customer service.

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Our Business Roadmap

As an award-winning CFD global broker, we will continue to strengthen our position by focusing on five key areas.

Expansion Into New Markets

Our aim is to expand into more markets, providing interested clients with access to trading services. Emerging markets remain a key focus, as many regions have limited access to established trading platforms.

As we continue to grow from country to country, attaining additional regulatory licences will remain a key consideration.

A Broader Range of Trading Products

You can never have too many product offerings, especially in a dynamic landscape where traders' preferences differ from country to country and from client to client.

To stay competitive in an ever-evolving fintech and CFD brokerage space, we regularly review the products available at Vantage, striving to provide new asset classes, tools, and other offerings as soon as they become available.

Dedicated Customer Support

Our clients are at the centre of everything we do. To continually enhance the trading experience at Vantage, we focus on maintaining and improving the quality of our customer service by putting customers' queries first.

This means introducing more user-friendly deposit, withdrawal, and payment options, as well as expanding the range of supported currencies.

Customer experience on our website is also integral to the overall Vantage journey. As such, we look to making user navigation more intuitive and efficient, while reducing unnecessary complexity.

Focusing on Our Own People

A company's success is shaped by its people.

We aim to expand our presence across more countries—both remotely and through physical offices—to support our clients with the best locally relevant services possible.

As we continue to grow in the coming years, preserving and strengthening our company culture will be of utmost importance to bring the company to greater heights.



Build an All-Encompassing Ecosystem

If providing our clients with a reliable trading platform and dedicated customer support is Step 1, then establishing a holistic ecosystem is Step 2.

Our aim is to continuously build up a holistic ecosystem that provides everything a trader would need, all available within a single Vantage platform.

This includes providing the additional layers of support a trader would need, including:

- Trading tools
- Comprehensive charts
- Social trading capabilities
- Educational materials
- A proprietary trading platform

As we continue to grow, we aim to reduce reliance on third-party providers by developing more of our core infrastructure in-house.

This approach has led to the creation of our own Client Portal, Introducing Brokers (IB) Portal, Customer Relationship Management (CRM) software and the Vantage App for mobile.

Ultimately, our goal is to build a wholly self-sustaining Vantage ecosystem—an objective our teams continue to work hard towards.

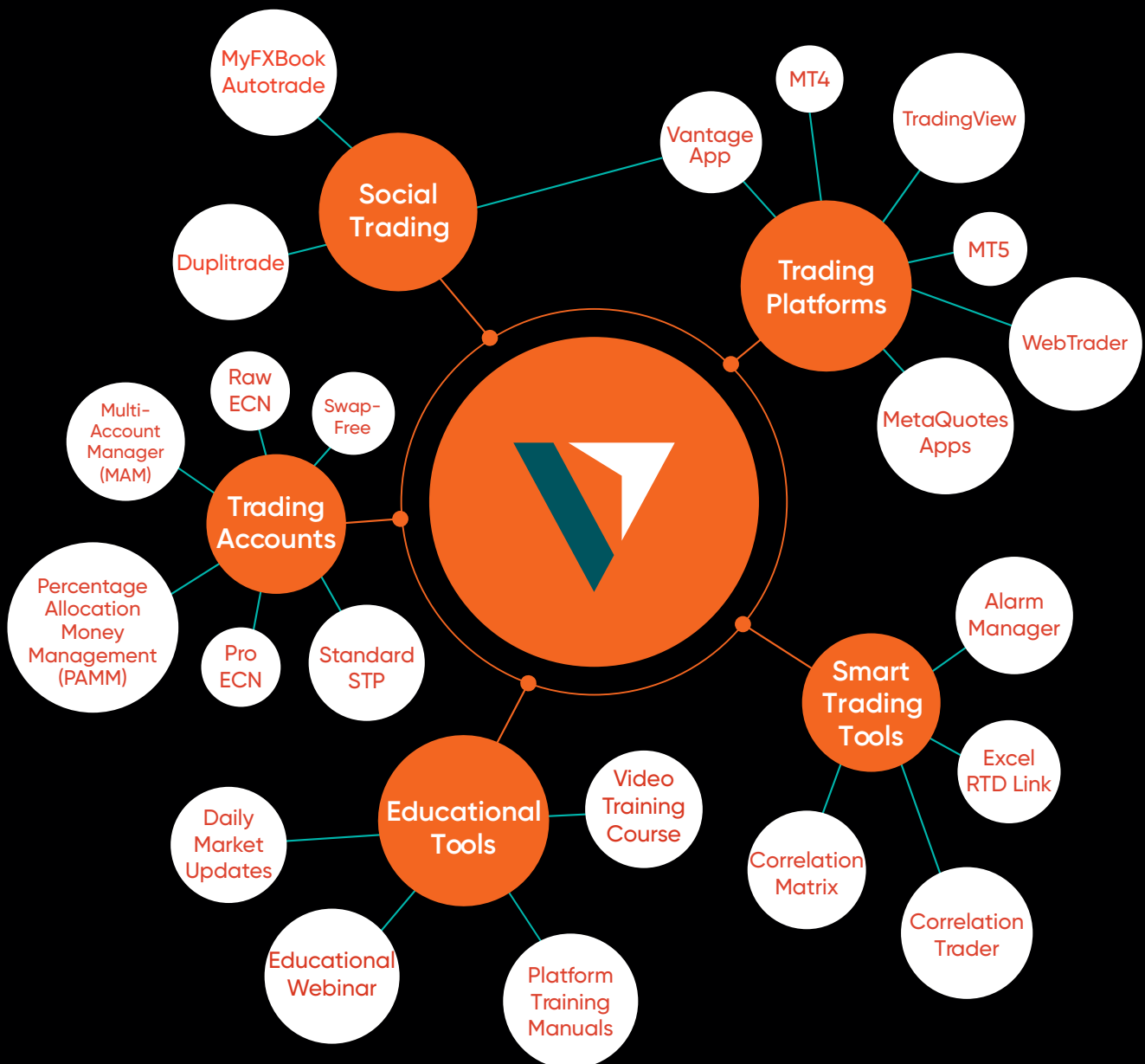


The Vantage Ecosystem

The Vantage Ecosystem

The Vantage ecosystem seamlessly connects our clients to the right tools, resources, and support designed to suit both retail and professional trading needs at all levels. This helps to create a more user-friendly and efficient trading experience.

Not just a platform for you to trade financial assets, our ecosystem also serves as a place to learn, explore, and connect with other like-minded traders.



The Markets We Offer



Instruments
1,000+



Chart Patterns
100+



Technical
Indicators &
Drawing Tools
100+



Forex CFDs

Vantage provides access to over 60 forex pairs across major, minor, and selected exotic currencies in one of the world's most liquid markets.

Experience an institutional level of trading through our deep liquidity pools and become an active trader in the global markets.



Index CFDs

Index CFDs offer exposure to major stock markets with high levels of liquidity. Supported by our oneZero™ MT4 Bridge, Vantage delivers fast execution speeds and access to the deepest liquidity available.



Share CFDs

At Vantage, share CFDs give traders the opportunity to take positions on hundreds of UK-, EU-, HK-, AU-, and US-listed companies.

Go long and short with some of the world's biggest listed firms, with commission structures designed to suit different trading approaches.



Commodity CFDs

With commodity CFDs, gain exposure to a range of global commodity markets, including precious metals, energy products, and selected soft commodities. This includes instruments such as gold, silver, copper, Brent crude, WTI crude oil, and coffee.



Cryptocurrency CFDs

Vantage clients can trade a wide range of cryptocurrency CFDs, allowing them to take positions on both rising and falling crypto prices in a market known for its volatility.



ETF CFDs

Courtesy of ETF CFDs, traders can speculate on the price movements of exchange-traded funds without owning the underlying assets. Over 50 popular ETFs are available on Vantage, supporting both long and short trading strategies.

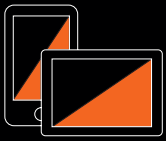


Bond CFDs

Bond CFDs mirror fixed-income debt securities without requiring our clients to own the product itself.

Trading starts from a minimum lot size of 1, allowing you to take long or short positions and trade bond CFDs alongside other products.

Our Platforms



Vantage gives you access to a variety of trading accounts as well as world-class trading platforms.

MT5 Platform

MetaTrader 5 (MT5) is the next-gen, multi-asset trading platform designed to build on the core functionality of MT4. While MT4 remains widely used, MT5 has seen growing adoption in recent years due to its broader asset coverage and enhanced platform features.

MT5 supports automated trading through Expert Advisors (EAs), signal services, and advanced analytical tools. Depending on account configuration, MT5 also offers the ability to hedge positions.

MT4 Platform

MetaTrader 4 (MT4) is a widely used forex trading platform known for its stability, simplicity, and strong support for automated trading. At Vantage, MT4 is further supported by our deep liquidity pools, helping traders gain an edge on global forex markets.

Trading on MT4 also offers flexibility across desktop and mobile platforms, allowing clients to trade on the go.

WebTrader

Gain access to the WebTrader platform for MT4 and MT5 via Vantage without the need for downloads. It is compatible with Windows, MacOS, and Linux operating systems, offering our clients a robust method to trade directly from their browser.

Depending on the platform version, WebTrader has a suite of up to 30 technical indicators, multiple analytical tools, 9 timeframes, and One-Click Trading functionality, providing a convenient way to monitor the markets.

MetaQuotes Apps

Vantage offers its traders the official MetaTrader mobile apps, allowing you to trade anywhere, anytime. Access your trading account efficiently via the official MetaQuotes mobile apps.

These apps are available across all mobile platforms including both Apple and Android.

TradingView

TradingView is a leading platform renowned for its advanced charting and analytical capabilities. It offers a suite of features including 20+ chart types, 100+ drawing tools, and extensive customisation options.

Users can benefit from integrated watchlists, screeners, and live news. The platform also allows direct trading from the charts, fast execution, and notifications for key trade conditions.

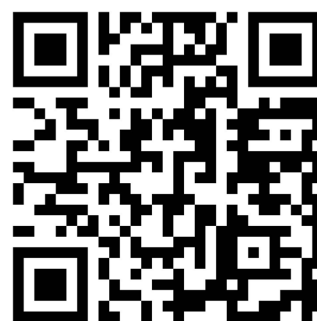
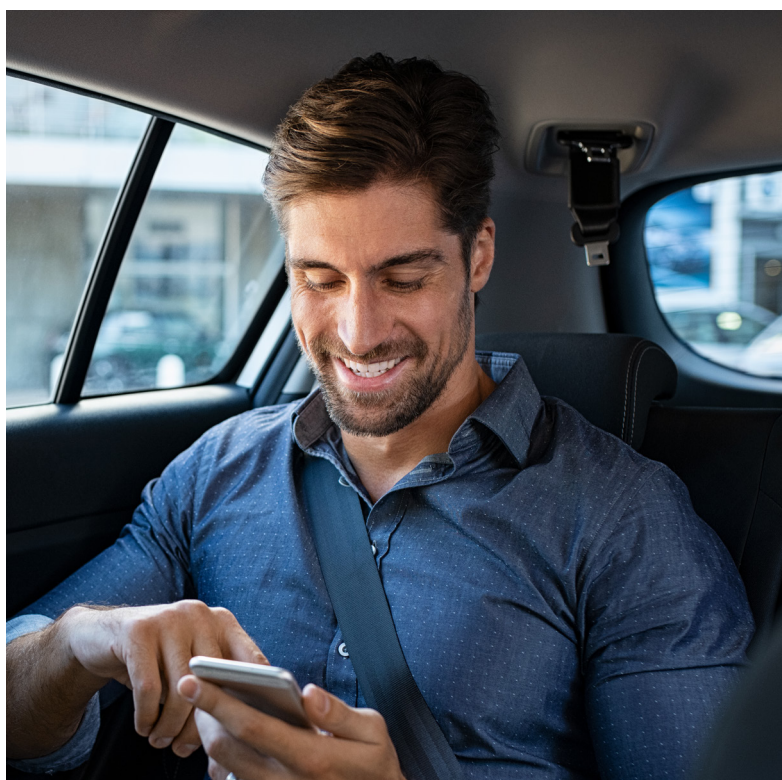
With over 400 built-in indicators and thousands of community-developed tools, TradingView helps to enhance trading decisions and strategy development while fostering a vibrant community for learning and sharing ideas.



The Vantage App

The Vantage App offers traders mobile access to over 1,000 CFD instruments, including Forex, Indices, Shares, Commodities, Bonds, ETFs, and Cryptocurrencies.

Available on iOS and Android devices, the Vantage App is equipped with a suite of trading tools so our clients can trade the global markets while on the move.



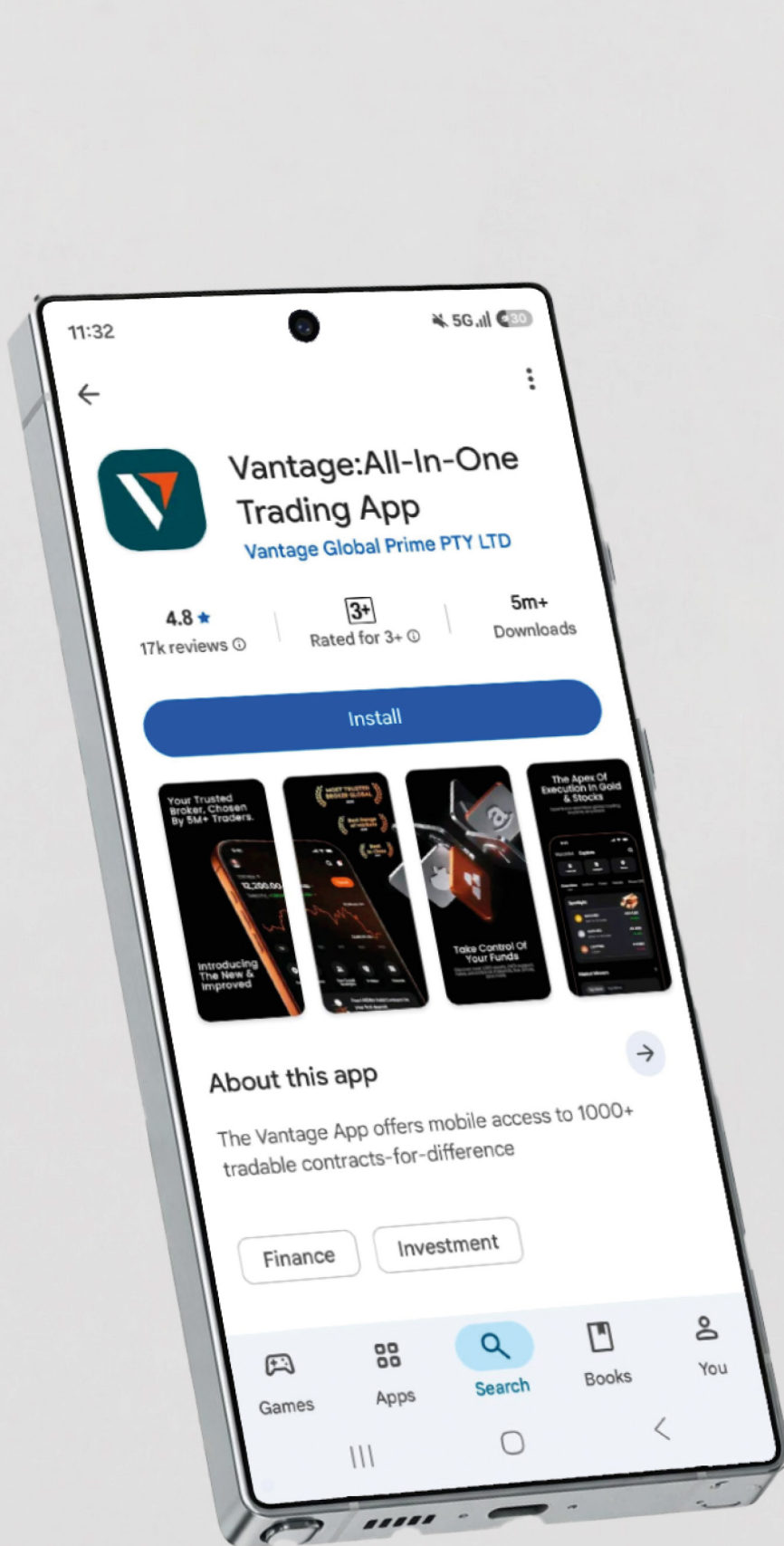
Scan and Download



4.8/5



4.7 /5



Our Tools

Trading tools can provide added convenience and support when managing trades. Below are some of the tools available to Vantage clients.

Alarm Manager



Go beyond just receiving alerts. This unique and powerful trade notification tool will not only alert you of key activities—it can also assist with executing orders automatically based on your rules and triggers.

Set the alarms, apply your rules and triggers, and let the alarm manager do the rest.

- Six types of alarms
- Automatically trigger market or pending orders, close some or all trades
- Alerts via SMS, email, pop-up, or sound

Correlation Matrix



A user-friendly matrix grid for all of your symbols. See correlation scores and the strength of these patterns at a glance, without the need for separate spreadsheet tools.

- Select correlation time period ranging from one hour to one week
- Choose different correlation displays, range, and sizing
- Pick your symbols and products from Forex, Commodity, and CFD markets

Correlation Trader



Want to see correlation patterns over time and need something more than just the quick scores? The Correlation Trader allows you to easily compare market charts and directly trade from the tool.

- Select your markets and timescales to compare with key figures for each symbol
- Open and close orders as well as place S/L and T/P in both hedging/non-hedging mode directly from the charts

Excel RTD Link



Microsoft Excel fans can now compare, analyse, and create rules in real time across multiple accounts using their favourite spreadsheets.

- Input real-time account, ticket, and price data using Excel's built-in RTD function
- No macros, no programming, no XLL add-in
- Send trading commands from VBA code in Excel (or from any COM-supporting language)

Social Trading and Copy Trading



Vantage has teamed up with AutoTrade to bring our forex traders one of the most popular FX copy trading services, allowing you to replicate trades from selected forex trading systems.

In addition, with DupliTrade, Vantage clients can try duplicating trades from professional traders on their own Vantage MT4 or MT5 account.

Educational Tools and Content



Even before you become a Vantage client, you can tap on our daily market news and analysis, as well as our webinars for the latest market updates and trends.

You can also make use of our Economic Calendar and Vantage Client Sentiment (market sentiment indicators) to gain insights on potential market movements.

For us, trader education is a key area of focus. Browse educational materials such as evergreen articles on Vantage Academy and engaging posts on our social media channels.

Follow us on
social media



Facebook



X



Instagram



YouTube



TikTok



LinkedIn

Our Partners

Vantage develops and maintains relationships with several industry-leading firms in order to give our customers a wide range of data resources and trading methods to choose from. In order to bring our traders the most comprehensive trading tools on the market, we work with the following tier-one companies.



MetaQuotes

Established in the year 2000, MetaQuotes Software Corp has established themselves as the leading Forex trading platform provider, courtesy of the widespread trader adoption of the MetaTrader 4 platform. They are considered as one of the leading developers of software applications for Forex brokers, banks, and exchanges.

By partnering with MetaQuotes, our clients gain access to the most popular suite of trading platform solutions. Once connected to Vantage's server configuration, experience ultra-fast and stable access to MT4's Forex trading account that is unattainable from any other broker.



OneZero

Our partnership with oneZero empowers Vantage with the trading technology needed to compete effectively in the global markets. We have implemented the oneZero MT4 bridge platform, which features a low-latency trading environment, proven liquidity, and reliable IT infrastructure with technical support.

The solution is fully customised and scalable to serve Vantage clients through increased liquidity options and fast trade executions. The oneZero Liquidity Bridge enables Vantage to manage our trading platform through an intuitive interface, offering flexibility in pricing configuration, spread settings, liquidity aggregation, and integration with post-trade processors.



Trading Central

The world's most prestigious financial institutions trust Trading Central. They provide clients with investment strategies for all asset classes including Forex, Indices, and Commodities markets. Recognised as a world-renowned benchmark in technical analysis, Trading Central contributes to the global promotion of trading discipline by delivering useful and qualitative research.

Their research successfully combines a chartist approach to assess directional moves and price targets with mathematical indicators and Forex signals. Trading Central's unique, award-winning methodology is developed and maintained by a team of experienced analysts and trading experts. Thanks to clear levels and directional scenarios that can be used to execute trading signals and strategies, its structured approach delivers complex content in an easy-to-read format.



Cellxpert

By partnering with Cellxpert, we are able to offer our CPA Partners the most advanced marketing tools available. The Cellxpert platform enables our affiliates to serve ads, track conversions, manage campaigns, and optimise performance, all in one easy-to-use package.

Combined with our strong brand reputation and professionally designed marketing collateral, this approach aims to equip our CPA Partners with valuable tools to potentially enhance their productivity and assist in their business growth.



TV TradingView

TradingView

TradingView is a leading charting and analytical platform embraced by over 100 million traders worldwide, offering a dynamic hub for market enthusiasts.

Vantage's broker integration with TradingView combines advanced charting tools with a comprehensive analytical suite and a vibrant social network for traders. With over 100 pre-built indicators and thousands of community-created tools, TradingView supports in-depth research through fundamental ratios, financial statements, and valuation analyses.

Bloomberg Media Studios

Bloomberg Media Studios

By leveraging Bloomberg's extensive financial expertise and advanced media production capabilities, Bloomberg Media Studios (a division of Bloomberg Media) is dedicated to creating high-quality, branded content and multimedia solutions for businesses.

"The Vantage View" is a video series created through a strategic partnership between Vantage Markets and Bloomberg Media Studios. It combines Vantage's deep market knowledge with Bloomberg's media expertise to provide traders with insights into current market trends and analysis.

REFINITIV

Refinitiv

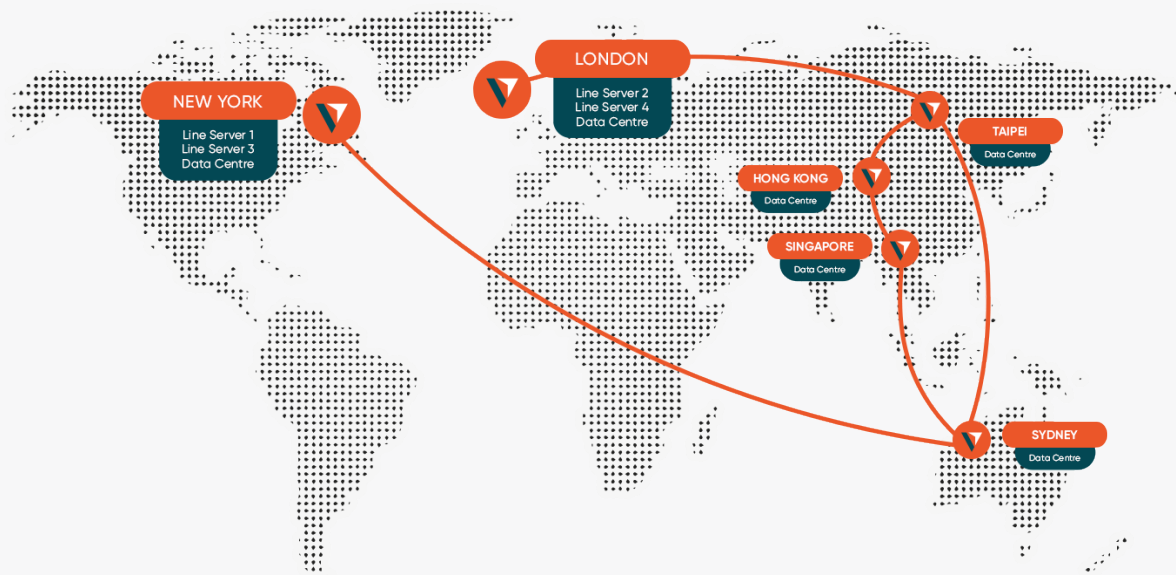
Refinitiv is one of the world's largest providers of financial market data and infrastructure, serving over 40,000 institutions in over 190 countries. It provides leading data and insights, trading platforms, and open data and technology platforms that connect a thriving global financial markets community.

Our partnership with Refinitiv now powers Vantage Academy with the latest news headlines from around the globe.



Our Technological Advantage

Traders benefit from fast and stable trading conditions supported by Vantage's continually evolving technological infrastructure.



ULTRA-FAST EXECUTION

Our partnership with Equinix, the world leader in trading server technology, guarantees lightning-fast execution on every trade.

stable at
99.99%
MT4 uptime

NEXT-GEN PRICE AGGREGATOR

Vantage partners with oneZero MT4 Bridge, which connects our dark liquidity pool to our client's MT4 platform.

up to
100GB/S
bandwidth

LATENCY MINIMISED

We have carefully tested every single fibre optic line connecting our servers to make sure that latency is minimised, giving Vantage a technical edge over competition.

trading servers in
6
different countries

18-CORE SPEED PROCESSING



Xeon® E7 Processors with Turbo Boost Technology keep the oneZero® MT4 Bridge running at the highest speed possible, providing traders with the fastest access to global market prices.

up to
3.2GHZ
frequency

Responsibility Beyond Trading

01

Vantage believes responsible growth should create value beyond financial markets. Through global education initiatives, humanitarian support, women's economic empowerment, crisis relief and long-term community programmes, Vantage continues to turn brand growth into meaningful social impact.

UNESCO AI Education Initiative

Education remains one of the most powerful drivers of long-term social and economic progress. Through partnerships with international organisations and academic institutions, Vantage supports initiatives that expand access to learning opportunities, strengthen future workforce readiness, and equip young people with the skills required in a rapidly evolving digital economy. Through its collaboration with UNESCO, Vantage supports efforts to advance responsible AI adoption in education and promote greater access to digital learning opportunities. By helping learners and educators understand and navigate emerging technologies, the initiative contributes to building more inclusive, future-ready education ecosystems while supporting the development of critical skills for the next generation.



UNHCR Refugee Protection Support

02

Vantage believes sustainable growth must be inclusive. Through partnerships with humanitarian organisations and community-based initiatives, we support vulnerable populations by helping improve access to protection, opportunity, and essential resources during times of need. Through its partnership with UNHCR, Vantage contributes to initiatives supporting displaced and vulnerable communities around the world. The collaboration reflects a shared commitment to helping individuals and families rebuild their lives with dignity while promoting greater inclusion, resilience, and access to opportunities.



03

Empowering Women with Grab

Economic empowerment is a key driver of sustainable community development. Vantage supports programmes that help create pathways to financial independence, enabling women to participate more actively in the economy and improve long-term outcomes for themselves and their families. In partnership with Grab Indonesia, Vantage Foundation supports initiatives designed to expand economic opportunities for women driver-partners. By helping women access income-generating opportunities and strengthen financial independence, the programme contributes to greater gender inclusion and supports more equitable participation in Southeast Asia's growing digital economy.



Rapid Response to the Hong Kong Tai Po Fire: Donation and On-Site Relief Support

04

When communities face crisis, timely support can help accelerate recovery and strengthen resilience. Vantage Foundation works alongside local partners to provide emergency assistance and recovery support, helping affected families rebuild and move forward. Following the devastating fire at Wang Fuk Court in Tai Po, Hong Kong,



Vantage Foundation donated HK\$1 million to support emergency relief and community recovery efforts. Working alongside local charitable organisations, the initiative provided temporary shelter, essential supplies, and post-disaster support to affected families. Beyond financial assistance, Vantage employees participated directly in relief activities, reinforcing the Foundation's commitment to standing alongside communities during their most challenging moments.

About Vantage Foundation

The Vantage Foundation stands as an autonomous, non-profit entity committed to nurturing human potential and rejuvenating global communities. Our mission? To fast-track societal advancements, ensuring a just green future for everyone. By leveraging our distinctive role, we bridge the gap among charities, enterprises, and philanthropists, making giving straightforward and amplifying the profound impact of charitable endeavours.



At our core, we champion the success of charities and social initiatives. Embodying the spirit of a charitable institution, we grasp both the tribulations and the triumphs of non-profit endeavours. Through our advisory, funding, and financial solutions, we empower charities to enact transformative changes and bolster their enduring resilience. Our digital footprint has expanded globally, spreading kindness and offering support in communities from Australia and India to Italy, Thailand, and the UK. By nurturing compassion within ourselves, we can build a world where everyone is welcomed, protected, and empowered to shape their lives. Together, we can make a difference in the lives of millions and create a more inclusive, tolerant, and compassionate world for all.



Our
Marketing
Edge

Growing Client Segments

For a business that has traditionally placed great emphasis on partners and professional traders, we are increasing our focus towards the rapidly growing retail segment. To attain greater market share for each of these segments, marketing will be a key driver behind these efforts.

Institutional



Vantage offers several solutions for our institutional partners, such as a white-label partner program that allows traders to build their own brokerage, forming an all-in-one solution for their clients.

Other solutions include PAMM, MAM, Bridge, and a liquidity provider, where clients can then choose what best suits their own business needs.



Retail



Going forth, we will be putting greater focus on the retail trading space.

This will be done by scoping out the full marketing funnel—namely, Awareness, Acquisition, Consideration, Conversion, and Retention—to set the stage for future plans in this space, while enhancing all aspects of the client journey.



Partners

Partners have a big part to play in the success of Vantage today. Having spent years of time and effort on acquiring new partners and building up the partnerships space, this is a client segment we will continue to expand, especially as trading picks up globally.

Partnerships are based on two main programs:

- CPA Affiliate Program
- Introducing Broker (IB) Program

These partnership schemes are constantly reviewed to ensure that we remain competitive and offer our partners market-leading rebates.



Multi-Channel Marketing Approach

In a fast-moving, market-sensitive trading environment, Vantage aims to expand its brand presence and recognition to reach a broader audience.

This underscores the importance of a multi-channel marketing strategy. To deliver a robust and cohesive approach, we combine various innovative platforms to amplify the reach and impact of our campaigns, while ensuring compliance with the regulatory requirements of the jurisdictions in which we operate.

To support this effort, specialists with diverse experience have been brought on board to enhance team structure and foster fresh ideas. Mobile applications have also been one of our key focus areas, with a dedicated App team established to manage and optimise the full client acquisition journey across app platforms.





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Message from Our Chief Marketing Officer

"At Vantage, excellence is more than a goal—it is the standard that drives us. Our unwavering commitment to innovation, performance, and precision shapes every aspect of our work.

Built on trust and fuelled by forward-thinking solutions, we continually innovate to navigate a rapidly changing market and adapt to the changing needs of our clients globally."



Leo Wu
Chief Marketing Officer
Vantage



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