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**Regulated
Broker in
South Africa.
FSP 46855**





COMPANY OVERVIEW

JP Markets is an innovative Financial Services Board-approved brokerage (FSP No 46855) that provides the platform and technology for clients in Africa to trade successfully in the international financial markets, specifically with regards to forex.

The company's focus is on helping traders on a local level, providing clients with the personalised customer service and tools required in order for them to succeed in a fast-paced and exciting industry that can make them very wealthy. Our operations are based in various countries throughout Africa, with a base in South Africa providing the framework with which we take great care of our clients. We are the only brokerage in the world to offer interest on trading accounts, subject to a qualifying minimum balance, while a number of other innovative benefits and industry-firsts are available to our clients.

JP Markets has maintained a consistent record of providing customers with the best possible service, expert advice and a raft of unique value added benefits through a dedicated team of dynamic staff who work hard to recognise and tend to the individual needs and concerns of each and every client. We are particularly mindful of the needs of our clients, allowing for a range of convenient, flexible and user-friendly products and services. We aspire to be the best, and provide service that we are consistently proud of.

We are determined to play an instrumental role the creation of at least 30 African-owned forex brokerages across Africa by 2020, and assist in the creation of 500 forex millionaires in the next 10 years.

THE FOUNDER

JP Markets founder Justin Paulsen is a South African entrepreneur with a passion for and extensive understanding of international financial markets. He majored in Economics and Finance at the University of Cape Town before beginning a successful career in the private banking sector. Paulsen's career path included time spent working at a leading South African forex brokerage. It was here where he interacted with Traders, Hedge Fund Managers, Asset Managers, Portfolio Managers and Forex Traders on a daily basis, working hard and carefully developing the winning formula that is now responsible for the success of JP Markets.

Once he decided to pursue his own business, he initially started JP Forex Investments to pass on this knowledge and equip other individuals with the tools he had learned and developed, before furthering his qualifications by completing his RE5 AND RE1 exams. This provided him with the qualifications and opportunity to launch his own FSB-approved and regulated forex brokerage in South Africa – and so, JP Markets was born.

BACKGROUND & DEVELOPMENT

JP Markets was established in 2016 thanks to founder Justin Paulsen's passion for the industry and ability to engage successfully with clients while building long-lasting and fruitful relationships.

Paulsen was inspired to launch the company when he realised that international brokerages servicing Africa did not take a serious interest in their clients. This all changed with JP Markets, and branches have since been established in the South African cities of Johannesburg, Polokwane, Bloemfontein, Cape Town and Pretoria, as well as an international presence in Swaziland, Kenya, Pakistan and Bangladesh.

Reputation and credibility is a cornerstone of our business, and due to our rising stock within the industry, JP Markets has seen unprecedented growth, reaching milestones other companies have taken years to achieve. In a short space of time, JP Markets has grown into a multi-million rand entity which is now Africa's largest forex broker.

VISION

We strive to be instrumental in the creation of at least 30 African-owned forex brokerages across Africa by 2020, and assist in the creation of 500 forex millionaires in the next 10 years.

MISSION

We endeavour to reach our vision by keeping pace with global market demands and approaching our clients' investment goals with an open mind, providing a personal service and valuable training while guiding each client towards a successful outcome.

CORE VALUES

- ✓ **Quality and Experience** in our customer interactions, exceeding expectations with all work that is carried out.
- ✓ **Personalised Service** as the key to our business success, ensuring that all clients feel valued.
- ✓ **Ethics and Compliance** as key elements of how we operate.
- ✓ **Respect and Appreciation** for staff members, associates and clients.
- ✓ **Focus and Determination** to be the best brokerage in Africa.
- ✓ **Innovation** as a means to achieving the best results and providing true value for clients.
- ✓ **Honesty and Integrity** in all company dealings both internally and externally.

COMPLIANCE

We endeavour to reach our vision by keeping pace with global market demands and approaching our clients' investment goals with an open mind, providing a personal service and valuable training while guiding each client towards a successful outcome.

FSP License number: FSP No 46855



PRODUCTS & SERVICES

At JP Markets we provide the platform and technology for clients to trade forex successfully in the international financial markets. Our comprehensive yet uncomplicated products and services provide our clients with a varied selection of options that are capable of suiting each individual's specific investment needs.

We make use of the user-friendly MT4 trading platform, which is also available for clients to use via mobile devices. If clients are struggling and need assistance, in addition to the free training that is provided by JP Markets, our dedicated service team is available to assist in real time.

Many of the innovative value added benefits and offerings at JP Markets are unheard of in the industry. From immediate deposits and withdrawals, to the world-first of offering interest on account balances, we are a pioneering company among global brokerages.

We provide modern and thoughtful customer care for our clients, ensuring the improvement of our services on an ongoing basis thanks to the prioritisation of every client and their requirements.

We are tailored to the local market, but with a global mind-set, which allows us to build excellent relationships with clients. Our clients achieve forex trading success and build their wealth thanks to the way in which we engage with and prepare them.

Our products are convenient, cost-effective and easy to understand, thanks to the ongoing guidance and mentorship offered through the JP Markets team of professionals.



WHAT SETS US APART?

There is a great deal that separates JP Markets from all other brokers, as we take a unique approach and put the customer first. In doing so, we offer a range of benefits and features that are virtually unheard of in the forex trading marketplace.

While most brokerages care only about the money they receive from their customers, we actually care about the people who are entrusting us with their hard-earned investment capital. We consider our customers partners in wealth-creation, and this is why we offer so many excellent advantages as part of our comprehensive forex trading solution.

These are some of the reasons why our customers choose JP Markets over any of our competitors:

- ✓ We are the only broker in the world to offer interest on trading accounts
- ✓ Users benefit from weekly interest on their account balance
- ✓ Same day deposits are available
- ✓ It's quick and easy for clients to fund their trading accounts
- ✓ We make use of the user-friendly MT4 trading platform
- ✓ No unnecessary fees are charged, ensuring a cost-effective trading platform
- ✓ We are Financial Services board-approved
- ✓ We have offices throughout South Africa and elsewhere
- ✓ We maintain bank accounts with all major South African banks
- ✓ We offer a variety of online payment portals such as Skrill and PayFast
- ✓ We have our own FSP license
- ✓ Our clients have access to specialised training
- ✓ We offer free training and ongoing mentorship, both in person and online
- ✓ A specific online educational course has been designed for clients
- ✓ Clients have access to dedicated account managers
- ✓ We offer Electronic Communication Network (ECN) accounts
- ✓ Clients are able to trade in Rand, US Dollars or British Pounds
- ✓ A dedicated service team is available to assist clients in real time
- ✓ We provide attractive and rewarding incentives for our introducing brokers
- ✓ We run fantastic competitions for traders and introducing brokers

TRAINING

At JP Markets we strongly believe in helping others and teaching these individuals how to become a success not only in business, but in life. The company runs numerous projects designed to teach and assist individuals with a variety of subjects, from simple guidance on how to trade, to topics as complex and intricate as how to start a successful forex brokerage.

We offer free training and ongoing mentorship, both in person and online, to qualifying clients, ensuring that our excellent personalised service goes a step further in helping clients to create wealth through education and the best possible understanding of expert forex trading.

Based on our extensive experience and expertise in this arena, a specialised online educational course has been designed for clients who wish to have easy access to online training resources. For those who prefer a face-to-face interaction, this kind of training session can be arranged thanks to the hands-on approach of the JP Markets team.

Our expertise, experience and resources have allowed us to develop training courses and materials that anyone can benefit from. Through learning, JP Markets is dedicated to consistently contributing to the personal and professional development of all individuals who we interact with.



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