



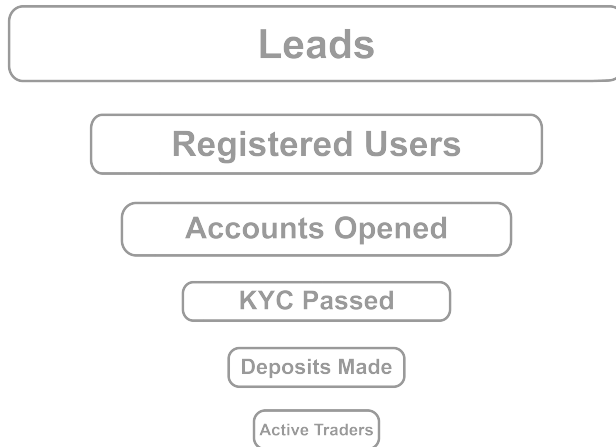
Broker OAuth Overview

www.spotware.com



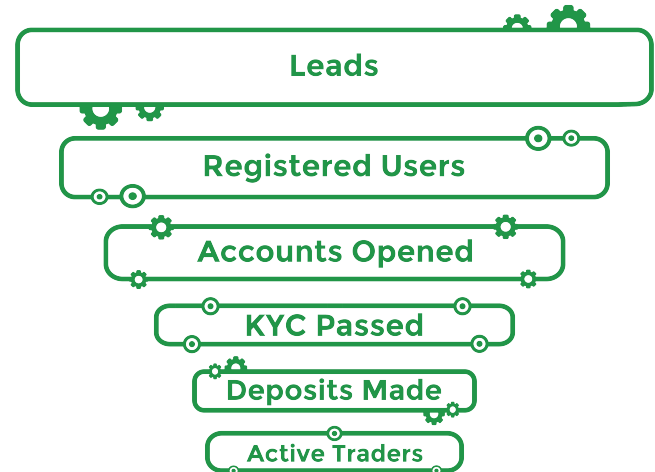
Key Benefits

The onboarding funnel



- Spotware's broker OAuth solution is a framework comprised of several flows related to user creation and authorization.
- Its deployment allows traders to use a single set of credentials to log into their broker's client area and their preferred cTrader application.
- This greatly simplifies user onboarding flows, and allows traders to perform certain actions (such as making deposits and withdrawals) without leaving cTrader.

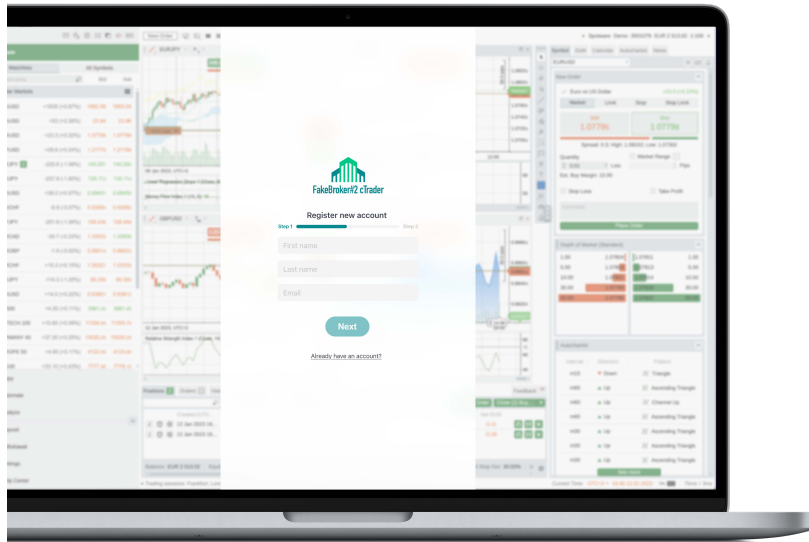
The broker OAuth onboarding funnel



- The broker OAuth flows eliminate disruptions to user onboarding processes, resulting in facilitated progression along the onboarding funnel, increased per-client revenues, and higher user conversion rates.
- Broker OAuth transforms cTrader into a valuable means of communicating with traders by allowing brokers to show easy-to-customize dynamic ribbons that can contain any text and be linked to any action.
- Traders can generate revenues for brokers almost immediately after opening a new account and, simultaneously, registering in the cTrader ecosystem.

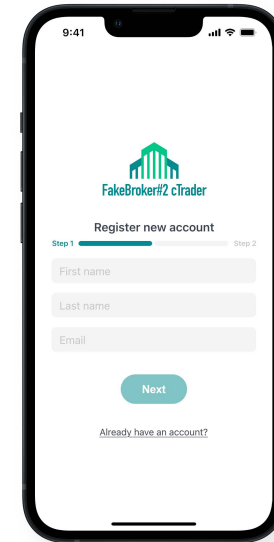
User Creation/Authorization

The login/signup screen in desktop and web applications



- First-time users of cTrader are presented with their chosen broker's signup screen that is configured to match the registration form for the broker's client area.
- After the trader fills out the signup form, they are automatically registered in their chosen broker's CRM.
- From the trader's perspective, they are registering with the broker without leaving cTrader.

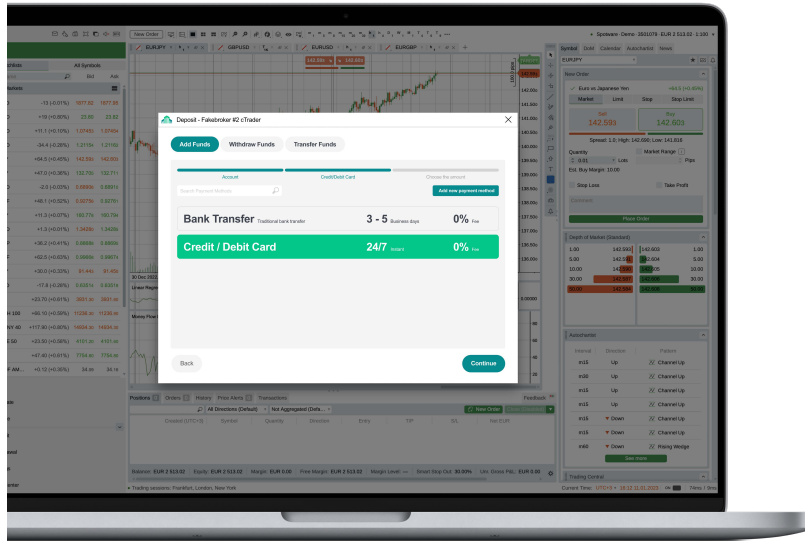
The login/signup screen in mobile applications



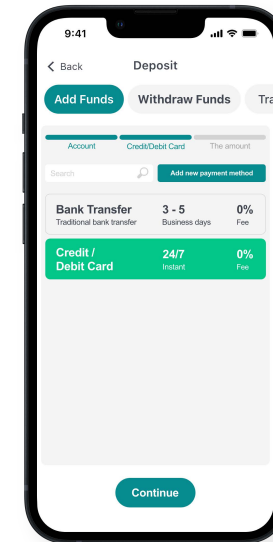
- Boosting brand equity, the login/signup screen has a consistent look across all cTrader applications.
- As broker OAuth allows for making trading applications highly unique in terms of their flows, designs, and authorization UX this framework should also enable brokers to publish branded cTrader applications in their own name on various mobile app stores.

InApp Actions

The deposit/withdrawal screens in desktop and web applications



The deposit/withdrawal screens in mobile applications

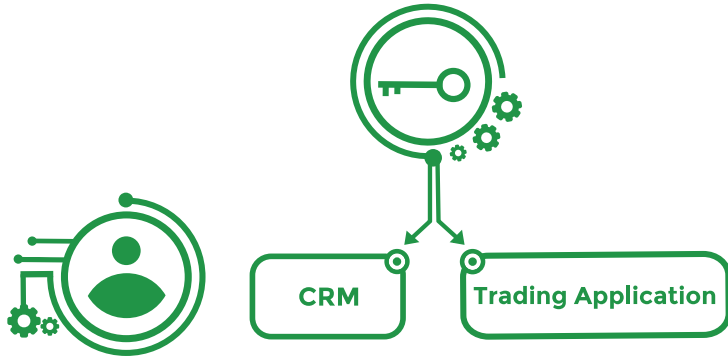


- The OAuth solution also allows users to perform several essential actions such as making deposits and withdrawals or passing KYC checks without leaving their preferred cTrader applications.
- This is enabled by adding new UI elements to cTrader platforms. Collectively, these elements are designated as InApp controls.
- InApp controls also include ribbons customizable on a per-user and/or per-account basis. These ribbons can be linked to any action and, therefore, act as effective means of communicating with traders.

- InApp controls greatly reduce the number of clients who may be lost during onboarding, maximizing brokers' per-client revenues.
- By making clients stay inside cTrader for as long as possible, we give users more time to interact with the trading platform itself and perform various trading operations.

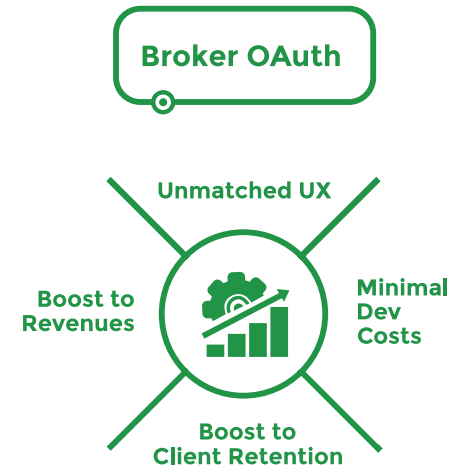
Summary And Future Plans

Broker OAuth summary



- Broker OAuth eliminates the time new clients need to spend on learning the particulars of the broker's client area. Instead, traders are provided with custom screens accessible via the common cTrader experience.
- We are planning to support custom splash screens that fulfill the function of landing pages shown to first-time users. These splash screens can be fully customized by brokers and include the core elements of their initial onboarding flows, most notably welcome notes, terms and conditions, or bonuses to traders' accounts.

Key benefits summary



- We believe that our broker OAuth solution offers high-quality UX that is currently unmatched in the industry.
- Brokers can forego sending marketing traffic to their websites and, instead, send this traffic directly to their cTrader applications, increasing retention and live trader conversion.
- The deployment of OAuth flows should incur minimal costs while providing immense boosts to brokers' client retention rates and per-client revenues.



CTRADER

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