

PORTAL INTRODUCTION



WHO WE ARE

FXstreet.cz is the **first independent server** devoted to **trading** (forex, commodities, stocks, indices and cryptocurrencies) in the Czech and Slovak republic. We are **the biggest trader community portal in the Czech and Slovak republic that targets those who actively trade on financial markets as well as longer term investors**. We have been successfully trading for many years and have gained ample experience.

We publish and educate not only on the internet – we have already published three very popular books about trading. **We provide variety of educational seminars** that help traders become more profitable so they come back to our portal for additional information.

What you can find on our portal

- ✔ **Technical articles** for beginners as well as advanced traders
- ✔ **Forums** where traders share news and experience
- ✔ **Education** in form of seminars, on-line and even personal mentoring
- ✔ Specialized **books and useful tools**
- ✔ **Blogs** where users share their views
- ✔ Most **Up to Date trading news**
- ✔ **Weekly** macroeconomic calendar and analysis

We have published



OBJECTIVES OF FXSTREET.CZ PORTAL

We invest substantial amounts in our ongoing education which allows us not only to become more profitable but also to help beginner and professional traders grow. **We aim to teach our clients and readers how to start trading and how to become successful traders.**

Our goals

- ✔ **Create a community** of successful traders
- ✔ Produce and publish **content of the highest quality**
- ✔ Achieve the highest ranking in search engines
- ✔ Publish the **most relevant news** each day
- ✔ Partner with other important portals
- ✔ Sponsor trading workshops and meetings
- ✔ **Publish industry leading books** devoted to trading financial markets



POSSIBLE COOPERATION

Work with us and you achieve the best targeted advertisement for financial traders in the Czech and Slovak republic.
What types of cooperation do we offer?

Advertisements and cooperation

- ✔ Large format **banners**, **media rich** advertisement, **PR** and **hyperlinks**
- ✔ Direct mailing to 40.000 registered members
- ✔ Attractive possibilities of **partnerships**
- ✔ Advertising with the highest ratio of “impact/price”
- ✔ Favorable **advertising packages**
- ✔ **Taylor made seminars/webinars** for your clients



ADVERTISING OPTIONS AND WHY YOU SHOULD ADVERTISE WITH US

Your advertisement will reach sophisticated, high net worth audience. Visitors of our portal belong to the most affluent users of the Czech internet. We will help you tailor your campaign in the most professional manner.

1 Affluent target audience

Readers of Fxstreet.cz portal are mostly **people that already trade** or people that are **likely to start trading** or investing in financial markets. They have excess capital and are willing to accept higher level of risk when investing. Readers of Fxstreet.cz are sophisticated people who are interested in news and finance. They are not the common internet user who is only looking for an entertainment.

2 Full advertising service

Part of each campaign is full evaluation and statistics. Our specialists will gladly help you with creation of targeted campaigns and recommend approach that is most suitable to your needs.

3 Image

Financial portal FXStreet.cz has become trusted source of information. Our readers view all information, advertising included, as reliable and dependable.

4 Individual approach

We approach each client individually. To us, **every advertising campaign is equally important** because we know that even small campaign can turn into long term, mutually beneficial relationship.

5 Professionalism

We care about our readers because we know that our readers can help you achieve higher sales. In case we become doubtful about the message or the success of your campaign, we will provide you with professional assistance. We therefore assure the **best use of your marketing budget.**

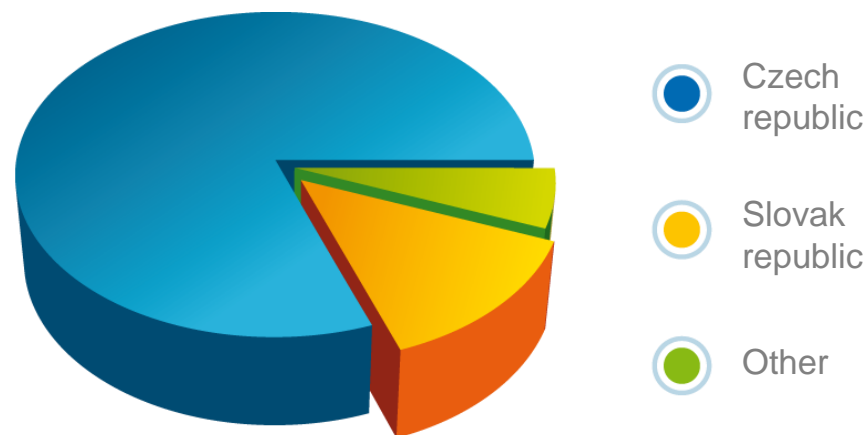
SOCIODEMOGRAPHIC ANALYSIS

Based on our sociodemographic analysis, visitors of our portal belong to the most affluent segment of Czech internet users. 36% of our readers hold college degree, 81% successfully finished high school with the Maturity exam. 44% of users belong to the “A” group based on sociodemographic qualification. Our readers are primarily based in the Czech and Slovak republic. Not a negligible number of visitors are based in the US, UK, Austria, Germany, Spain, Italy and France.

Users' profile

- More than 54% are age 25-44
- 36% college educated, 81% have at least high school concluded with the Maturity exam
- 42% small business owners**
- 44% belong to the highest sociodemographic group “A”**
- 71% are in the first four sociodemographic groups A-C2

User base by country



Source: Google Analytics 2019

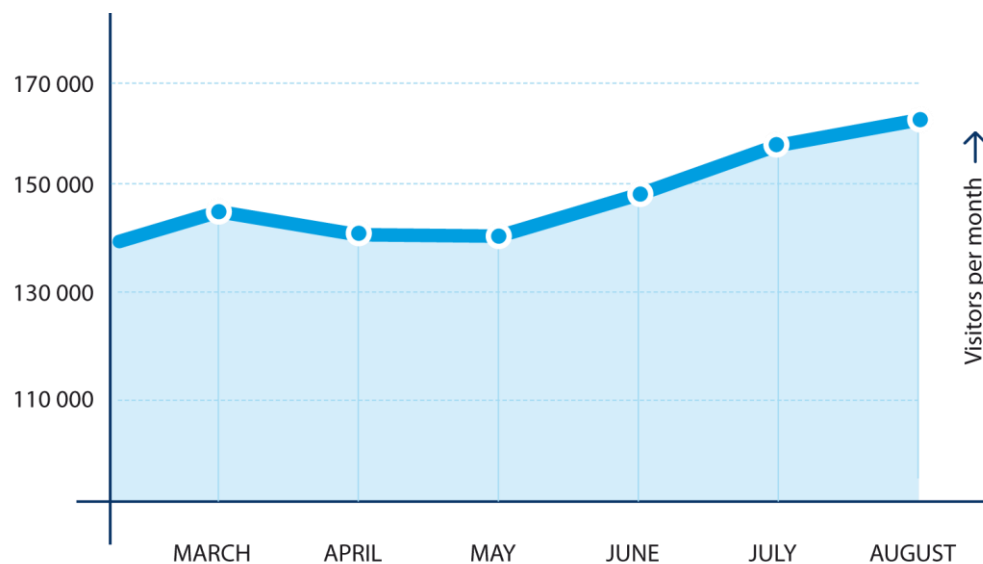
PORTAL VISITS

We are the fastest growing financial portal in the Czech and Slovak republic! Throughout 2022 we reached 160 000 users per month and we continue to grow. Visit rate continues to grow monthly by 5-7%. We also excel in average time spent on the server – 10 minutes!

Visit rate and time spent on the server

- **140.000 – 160.000 visits monthly**
- **Monthly pageviews 670.000!**
- **42.000 registered users** subscribed to our newsletter
- High average time spent on the server – **10 minutes** (highest among industry competitors)
- More than 82% of users return to our portal regularly
- Our education department last year served to **over 4500 clients**

Chart based on FXstreet.cz portal's visits in 2022



Source: Google Analytics 2022

CONTACTS

Please do not hesitate and contact us now. We will be happy to help you grow your business.

Contact info

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