

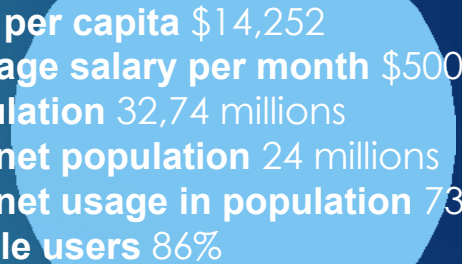


PERU

# Introduction

The economy of Peru is the 48th largest in the world and the income level is classified as upper middle by the World Bank. Peru is, as of 2011, one of the world's fastest-growing economies owing to an economic boom experienced during the 2000s. It has an above-average Human Development Index of 0.74 which has seen steady improvement over the last 25 years. Historically, the country's economic performance has been tied to exports, which provide hard currency to finance imports and external debt payments. Although they have provided substantial revenue, self-sustained growth and a more egalitarian distribution of income have proven elusive. According to 2015 data, 19.3% of its total population is poor, including 9% that lives in extreme poverty. Inflation in 2012 was the lowest in Latin America at only 1.8%, but increased in 2013 as oil and commodity prices rose; as of 2014 it stands at 2.5%. The unemployment rate has fallen steadily in recent years and as of 2012 stands at 3.6%.

Services account for 53% of Peruvian gross domestic product, followed by manufacturing (22.3%), extractive industries (15%), and taxes (9.7%). Recent economic growth has been fueled by macroeconomic stability, improved terms of trade, and rising investment and consumption. Trade is expected to increase further after the implementation of a free trade agreement with the United States signed on 12 April 2006. Peru's main exports are copper, gold, zinc, textiles, and fish meal; its major trade partners are the United States, China, Brazil, and Chile.



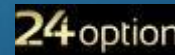
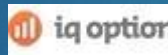
**GDP per capita** \$14,252  
**Average salary per month** \$500  
**Population** 32,74 millions  
**Internet population** 24 millions  
**Internet usage in population** 73%  
**Mobile users** 86%

# Trading activity in the region

Peruvians are no strangers to Forex trading. As a matter of fact, many peruvians participate and contribute to a vivid market. Therefore, plenty of national and international broker companies can be found on the territory of Peru. Most of them, operates with British Virgin Islands or Saint Vincent & Grennadinnes licenses, there is no a proper regulator on the region. In order to ensure trust and protection of the clients, we need to launch high quality campaign on different media, especially, in social ones and collaborate with local and regional influencers. In order to gain trust between the audience in the region.

Some of our competitors in Peru: FXTM, Alpari, XM, XTB, FXPro, LiteForex, Pepperstone, TickMill, IqOption, Admiral Markets, Libertex, eToro, Binary.com, markets.com, HotForex, AvaTrade, 24options.com, iForex, Exness, InstaForex, Plus500. Most of them, working remotely with no phisycally presence in the country.

Having an office there or in another country of the region will move us an step over our competitors. As well, we need to focus on the online, offline campaigns and sales process.



# Some Important Metrics

JAN  
2019

## ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL  
POPULATION



**+1.2%**

JAN 2018 – JAN 2019

**+389 THOUSAND**

MOBILE  
SUBSCRIPTIONS



**+3.8%**

JAN 2018 – JAN 2019

**+1 MILLION**

INTERNET  
USERS



**+9.1%**

JAN 2018 – JAN 2019

**+2 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.1%**

JAN 2018 – JAN 2019

**+2 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+15%**

JAN 2018 – JAN 2019

**+3 MILLION**

we  
are  
social

we  
are  
social

# Some Important Metrics

JAN  
2019

## DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE  
(ANY TYPE)



86%

we  
are  
social

SMART  
PHONE



58%



LAPTOP OR DESKTOP  
COMPUTER



58%

we  
are  
social

TABLET  
DEVICE



14%

TELEVISION  
(ANY KIND)



96%



DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



3%

we  
are  
social

E-READER  
DEVICE



1%



WEARABLE  
TECH DEVICE



1%



# Some Important Metrics

JAN  
2019

## FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



# Our proposal by clients segments

## For beginners

Learn to trade with great discipline

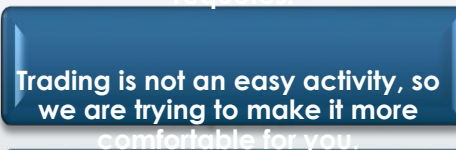


Get the service you deserve! We are an international broker and service is most important for us, so you will not get a sales manager, but a professional financial consultant.

By learning, you could earn profit from the market through a portfolio investment. Your personal financial adviser will tell you all about this.

## For traders

Take advantage of direct bank liquidity, low spreads and no requotes



We have introduced an innovative product specifically for you.

The profit from your trading will be many times more with the expense of investors who will happy to support profitable traders

## For investors

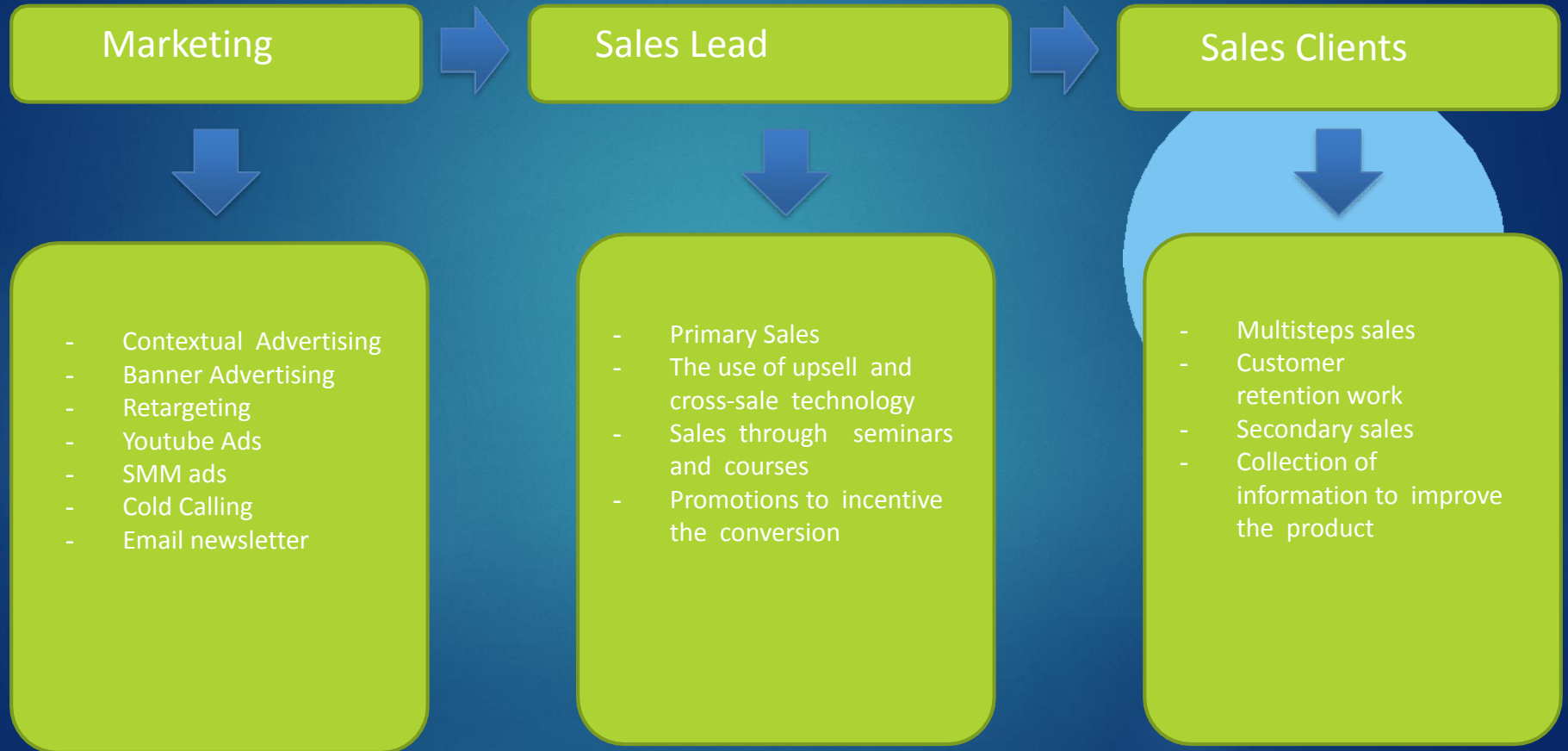
Minimize risks by investing in the



Invest in our portfolios. This product will allow you to diversify risks by investing in profitable managers.

A financial consultant will help you understand the intricacies of choosing and balancing a portfolio

# The client attraction process





# The client attraction methods

## Sales

- Form the core of customer base
- Accelerate results while testing online advertising
- In order to increase the effect of advertising we need 5 persons as minimum

## Online seminars

- Educate newbies to trade
- Help them to lose the market fear
- Show our expertise to customers in order they will start to trust us
- Increase the trading activity

## Clients

## Advertising, bonuses and promotions

- Attract leads
- Motivates people to open an account
- Increase customer life cycle
- Help clients to increase the first deposit

## IB partnerships programs

- Creates local partners group
- Promotes brand awareness
- Help to be in constant communication with partners

# Sales

## Primarily Sales

- Allow to break the ice and catch the client interest at trading or investing
- Open the door to future sales of products and increase the deposit

## Multi-steps sales

- Stimulate the creation of a product line
- Allow you to increase customer deposits due to constant extra sales in the first three months

## Retention

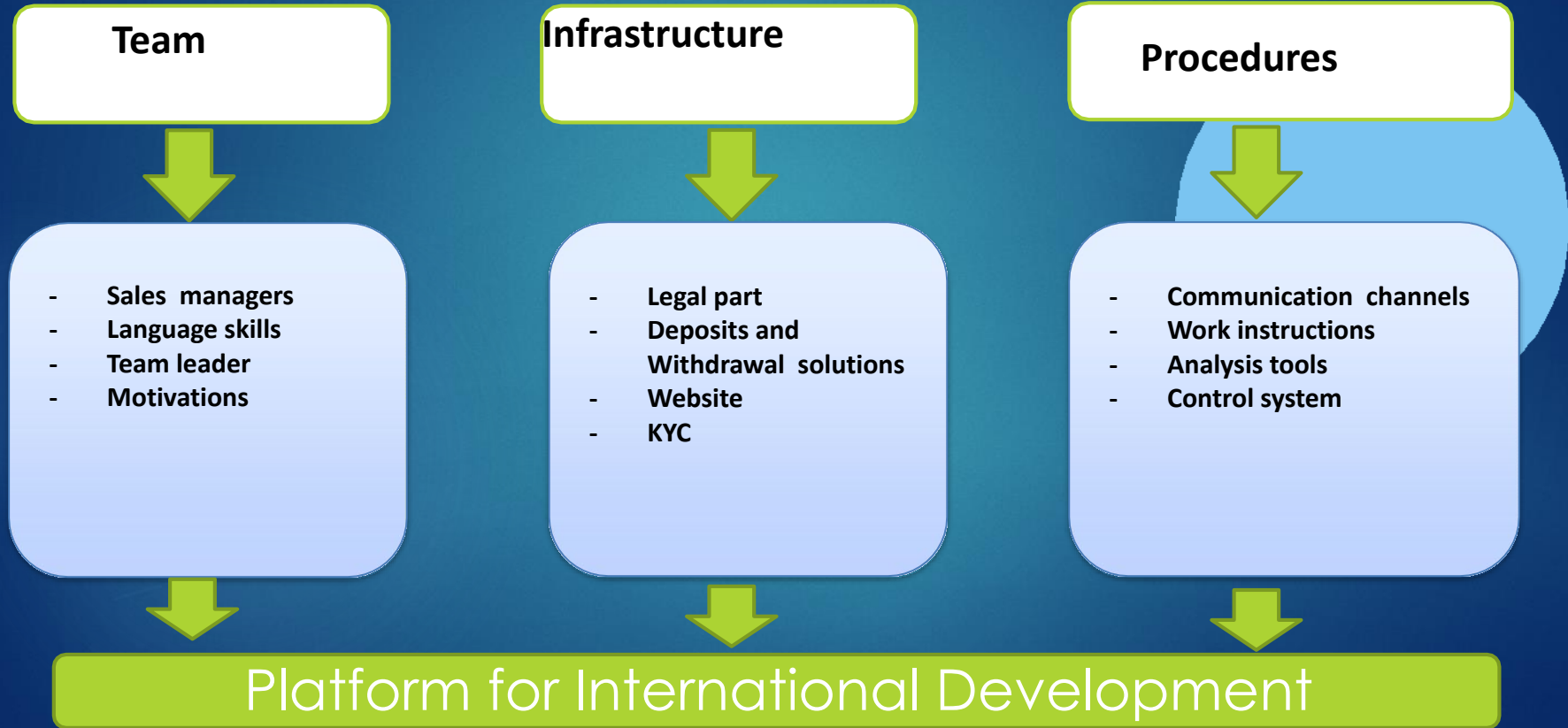
- Stimulates the client to attract friends and acquaintances
- Stimulate deposits even after losing
- Allows to extend the client life cycle and increase the deposit

## Secondary Sales

- Brings back to life our cold base
- Increase volume of trade by calling and converting former customers and cold leads

# Latin America Business Development

To start the business in Peru, we need:



# Sales Department Expenses

Name	Salary	1	2	3	4	5	6	7	8	9	10	11	12	Total
		USD	USD	USD	USD	USD	USD	USD	USD	USD	USD	USD	USD	
<b>Opex</b>														
Equipment		\$6 000			\$2 500									
Office rental					\$5 000	\$5 000	\$5 000	\$5 000	\$5 000	\$5 000	\$5 000	\$5 000	\$5 000	
Ip telephony					\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	
chancellery					\$ 200		\$ 200		\$ 200		\$ 200		\$ 200	
unexpected expenses					\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	
<b>Total Opex</b>		<b>\$6 000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$8 500</b>	<b>\$5 800</b>	<b>\$6 000</b>	<b>\$5 800</b>	<b>\$6 000</b>	<b>\$5 800</b>	<b>\$6 000</b>	<b>\$5 800</b>	<b>\$6 000</b>	<b>\$61 700</b>
<b>HR</b>														
Secretary	\$ 500	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Sales Manager	\$ 500	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00	10,00
Influencer	\$1 000	1,00	1,00	1,00	1,00	1,00	1,00	1,00	3,00	3,00	3,00	3,00	3,00	3,00
Forex Teacher	\$1 000			1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Retention manager	\$1 000				5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	5,00	3,00
Local Community Manager	\$ 500	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
<b>Total HR</b>		<b>\$7 000</b>	<b>\$7 000</b>	<b>\$8 000</b>	<b>\$13 000</b>	<b>\$13 000</b>	<b>\$13 000</b>	<b>\$13 000</b>	<b>\$15 000</b>	<b>\$15 000</b>	<b>\$15 000</b>	<b>\$15 000</b>	<b>\$13 000</b>	<b>\$147 000</b>

We can start with an office which at the first year will work as a Call Center for the whole Latin American region. The focus will be aggressive warm and cold calling to the database generated with a team of high trained sales managers. And then depending of the growth launch offices in other countries of the region.

# Other Departments Collaboration

During the whole process, from the first month I will need the assistance from:

## Marketing team

- Contextual Advertising
- Banner Advertising
  - Retargeting
- Youtube Ads
- SMM ads
- PR (articles)

## Payment Department

- Check payment gateways
- KYC procedures

## Product Department

- Product Checking
- Accessibility of the site for the country
- Check availability of the App in Google and Apple Store

## Data Science

Analyze and forecast the effectiveness of the project based on company statistics



# Summarizing

We can start offering "education" through seminars and webinars. We need good content on our YouTube and Facebook channels in order to generate organic traffic. For sure, we need a good SEO, landing pages with good promotions and free analytics for real registrations.

Beside using the Real Betis Sponsorship, will be great signing collaborations agreements with populars Youtube and Instagram influencers from the region in order to promote the brand (while training our own easymarket influencer) that will help us to get the confidence and trust of the population.

Also, we need to sign all B academies, with different business models prepared and target the



**THANK YOU FOR YOUR ATTENTION**