

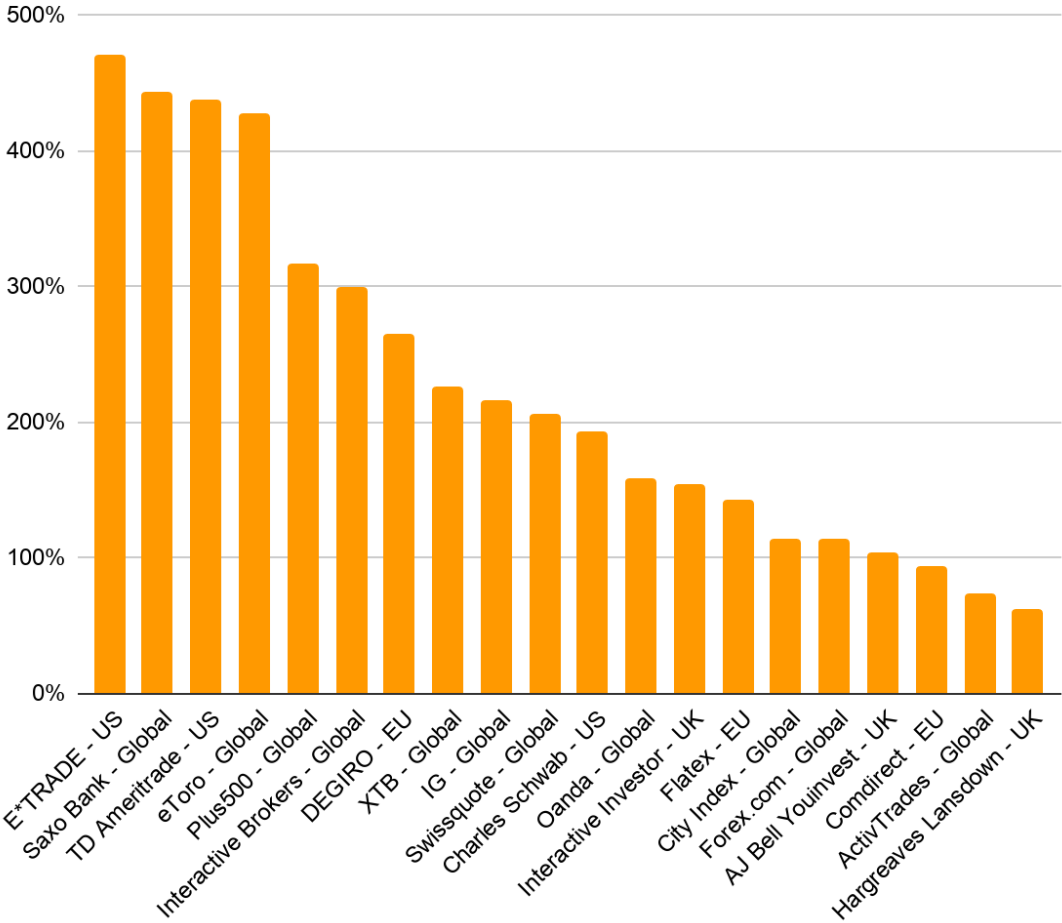


BROKERCHOO**SER**

**Account openings,
trading activity, and
Robinhood exodus**

Strong growth in number of new clients

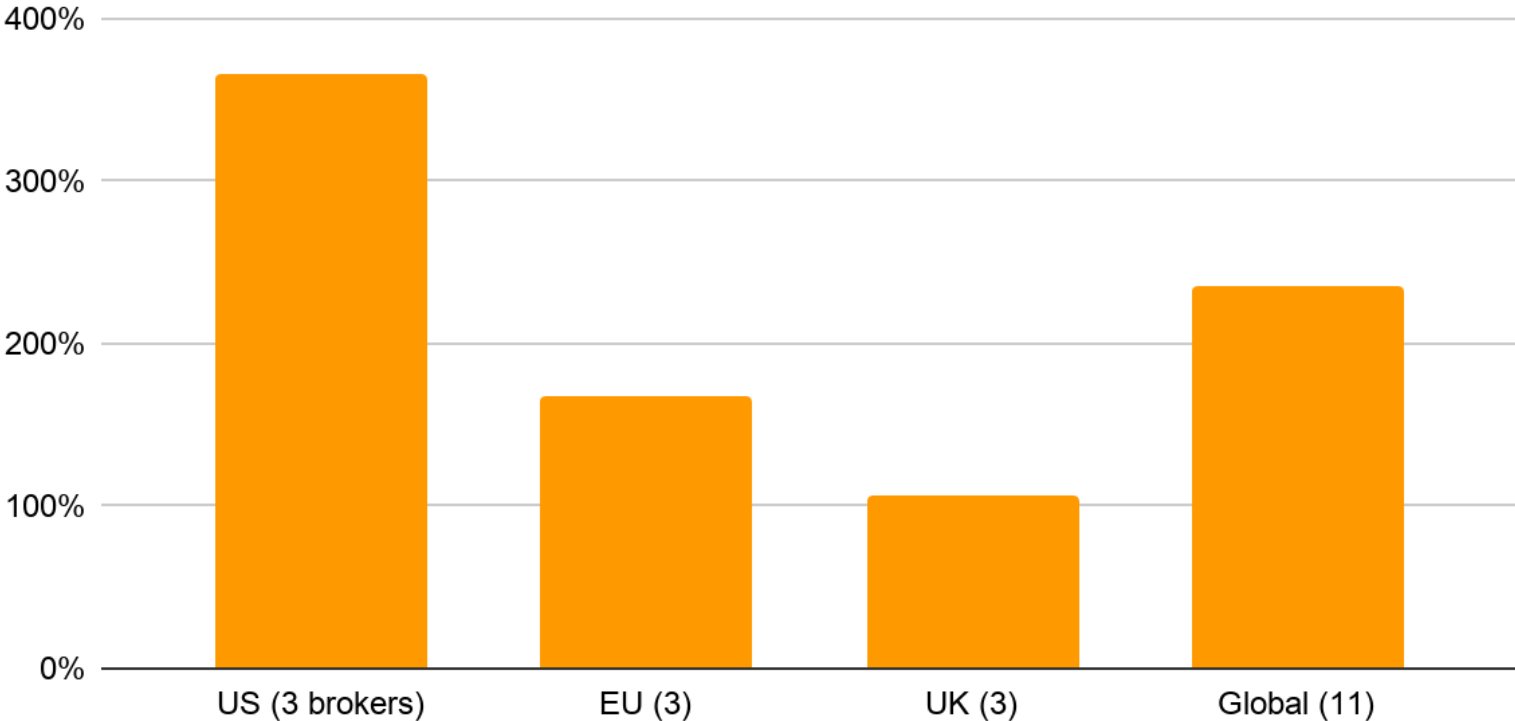
Growth in new client numbers by broker
(2020 H1 vs 2019 H1)



Source: publicly available financial reports, BrokerChooser

Growth is driven by US brokers

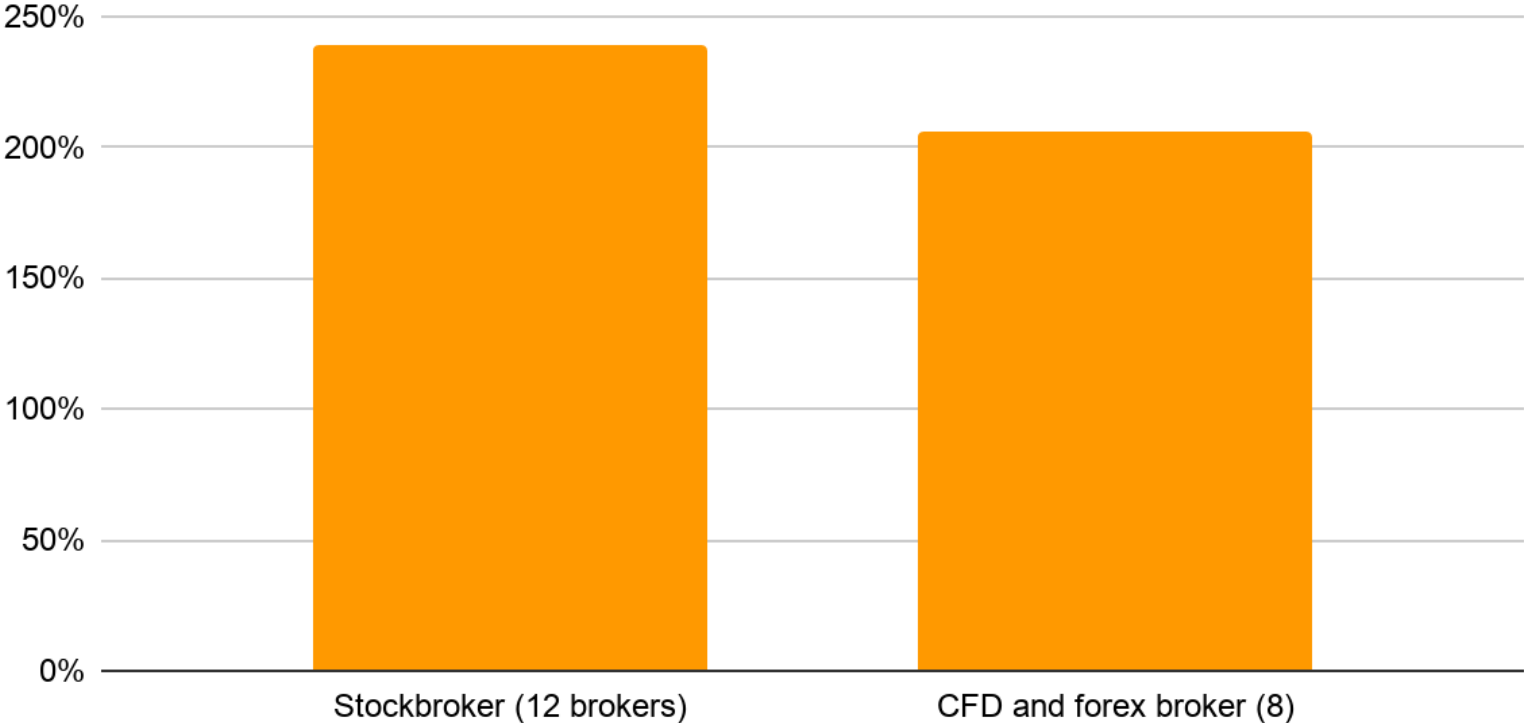
Change in new client number between by region (2020 H1 vs 2019 H1)



Source: publicly available financial reports, BrokerChooser

Stockbrokers and CFD brokers had similar growth

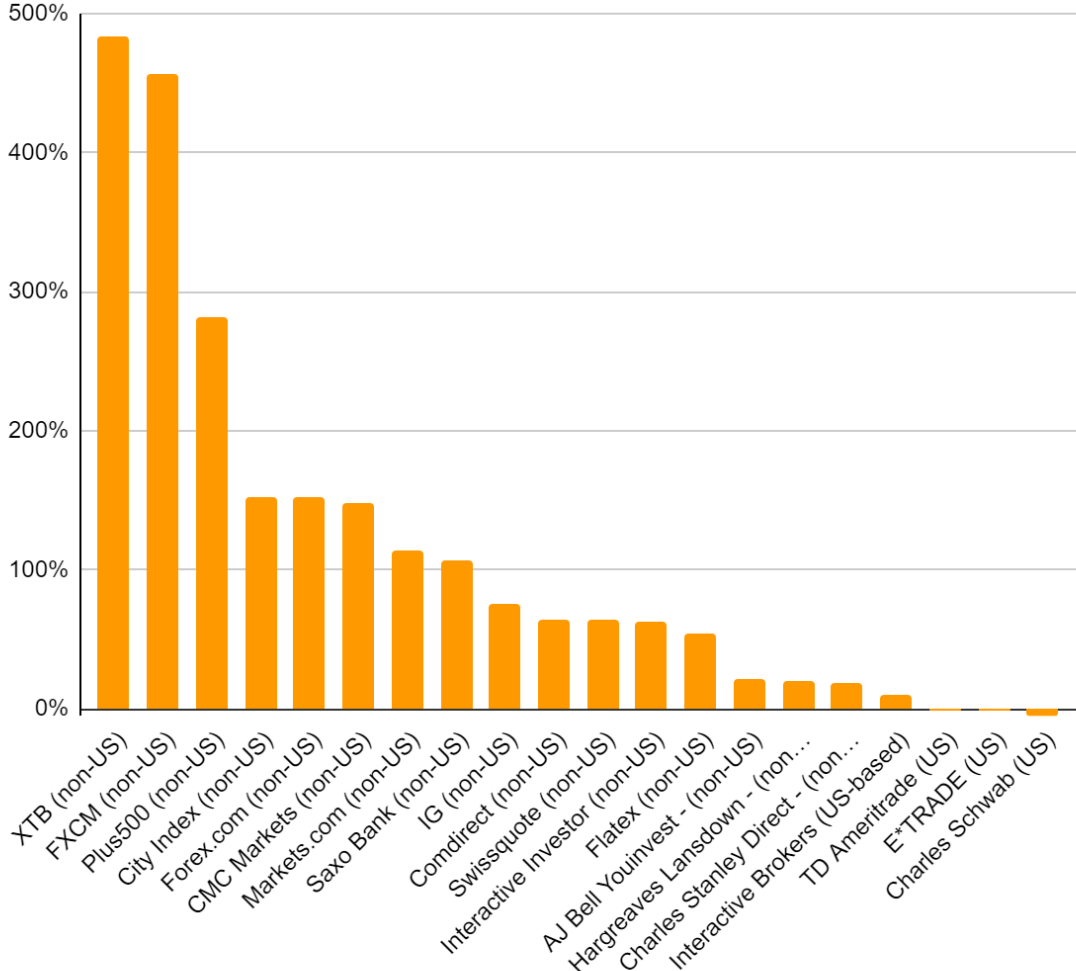
Growth in new client number by broker type (2020 H1 vs 2019 H1)



Source: publicly available financial reports, BrokerChooser

Massive revenue increase at most brokers

Change in operating income
(2020 H1 vs 2019 H1)

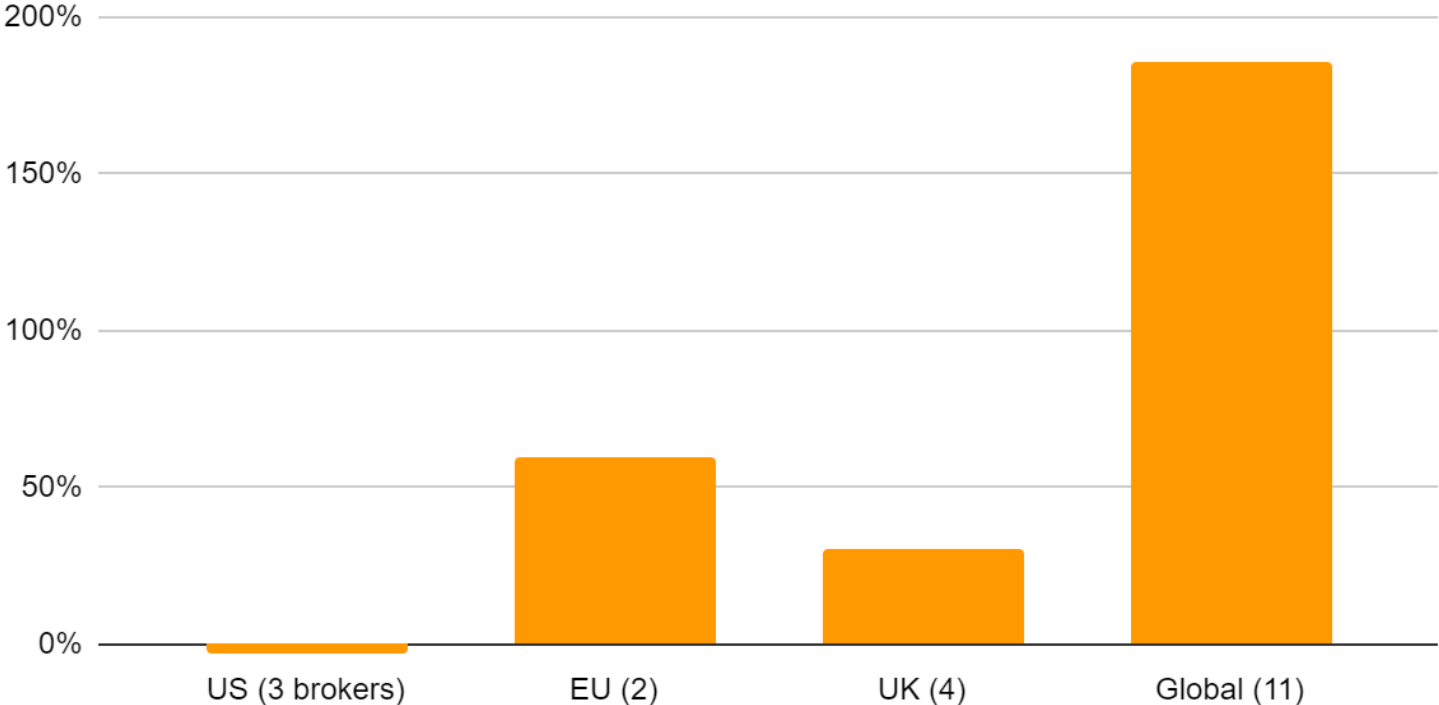


Source: publicly available financial reports, BrokerChooser

Revenue declined at US brokers

Change in operating income by regions

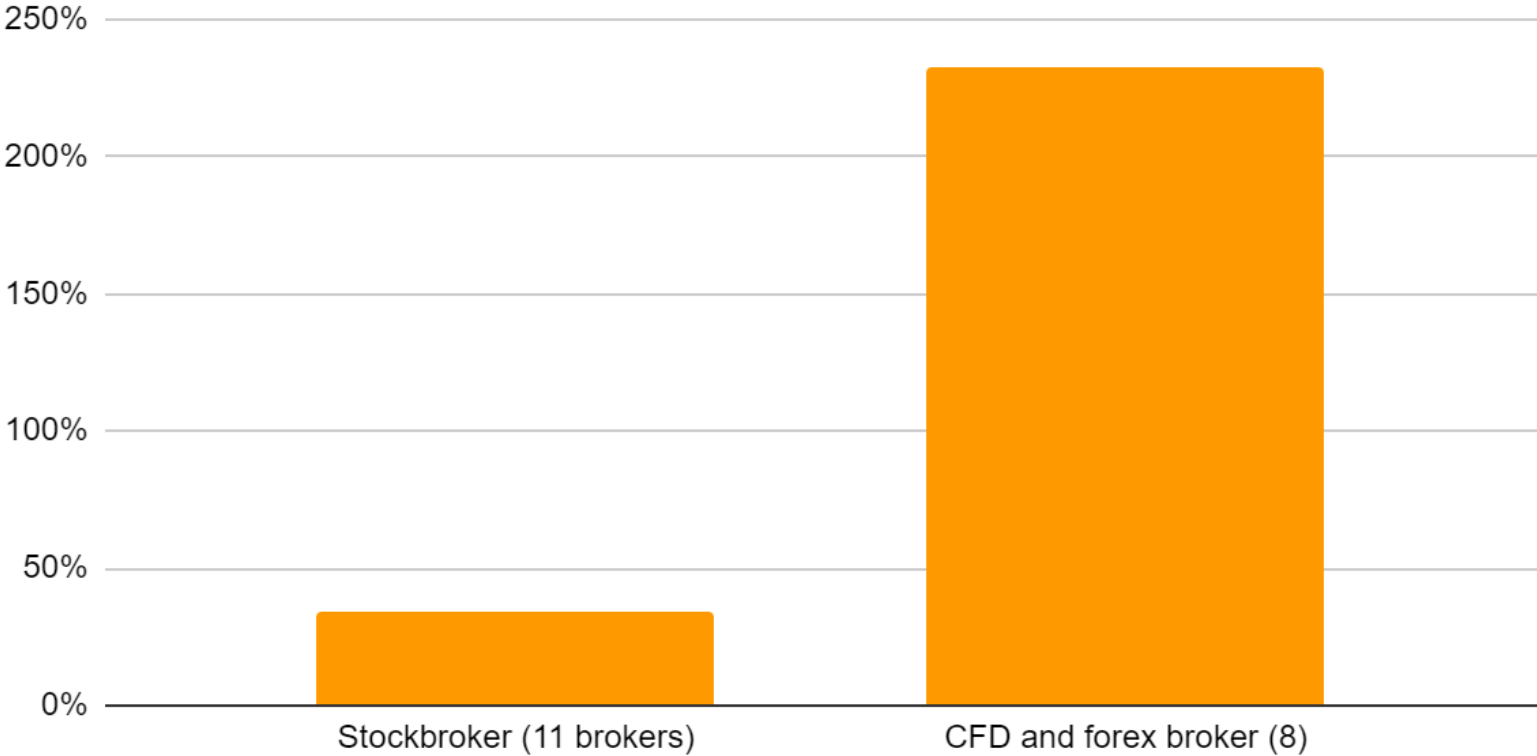
(2020 H1 vs 2019 H1)



Source: publicly available financial reports, BrokerChooser

Significant revenue increase at CFD and forex brokers

Change in operating income by broker types (2020 H1 vs 2019 H1)



Source: publicly available financial reports, BrokerChooser

Demand to Robinhood's competitors skyrocketed after its outages and trading restrictions

BrokerChooser's content-type

Change of BrokerChooser's readers on specific contents
(27-29 Jan 2021 vs 22-20 Jan 2021)

Contents relating to Webull keyword



646%

Contents relating to Fidelity keyword



569%

Contents relating to E*TRADE keyword



505%

Contents relating to TD Ameritrade keyword



315%

BrokerChooser compared how its readers at some of Robinhood competitors' contents changed after Robinhood's major outages and trading restrictions.

BROKERCHOOOER

Contact us

Dan Sallai

BrokerChooser

Chief Marketing Officer

dan@brokerchooser.com

+36 30 4741714

