



eToro partners with X to bring reliable and relatable financial education content to the platform

June 12, 2024



Wednesday June 12, 2024: Trading and investing platform eToro today announces a partnership with X to publish a series of financial education content on X, through livestream events, video on demand and audio Spaces.

eToro and X are joining forces to bring accurate and accessible investment content to the platform through the medium of video, posts and Spaces. The program will roll out across the UK, Germany, France, Italy, Spain, the UAE and the US. This expert-led content will be available to all X users and will bring analysts and thought leaders from the investing community together to share insights and analysis, discuss trending topics and breaking news, as well as to explain investment fundamentals live on X.

This partnership is in addition to the renewed agreement for title sponsorship for X's real-time Cashtag feature which provides charting and data from TradingView on a huge range of stocks, cryptos and other assets alongside the ability to invest with eToro.

Linda Yaccarino, CEO of X, commented: *"Bringing eToro Academy to X is testament to the strength of the partnership we have built together and the continued growth of the financial investment conversation on X. The continued success of our collaboration will bring more high quality video content to the service, building on our innovation around cashtags and new features."*

In 2023, over 1.4 billion posts on X referenced trading or investing topics, a year on year growth of 54%. The US, while sizable with over 342 million posts, still represents under a quarter (24%) of the global conversation in 2023.

Yoni Assia, Co-founder and CEO of eToro, said: *"We believe that there is power in shared knowledge. It's why we created a collaborative, social investment platform and it's why we prioritize financial education through our [eToro Academy](#). Having been long term collaborators with X, we are delighted to extend our partnership to provide more opportunities for financial learning and the sharing of investment insights on X."*

"We know that an increasing number of people turn to social media for accessible, relevant financial content. It provides a forum for many who were excluded by more traditional channels. Partnering with X will enable us to deliver the very best in financial education to a global audience."

– Ends –

Notes to editors

Media contacts

pr@etoro.com

About eToro

[eToro](#) is the trading and investing platform that empowers you to invest, share and learn. We were founded in 2007 with the vision of a world where everyone can trade and invest in a simple and transparent way. Today we have over 35 million registered users from more than 100 countries. We believe there is power in shared knowledge and that we can become more successful by investing together. So we've created a collaborative investment community designed to provide you with the tools you need to grow your [knowledge](#) and wealth. On eToro, you can hold a range of traditional and innovative assets and choose how you invest: trade directly, invest in a portfolio, or copy other investors. You can visit our media centre [here](#) for our latest news.

Disclaimers: *Securities trading is offered by eToro USA Securities Inc., member of [FINRA](#) and [SIPC](#), a self-directed broker-dealer that does not provide recommendations or investment advice. Options involve risk and are not suitable for all investors. Please review [Characteristics and Risks of Standardized Options](#), prior to engaging in options trading. Content, research, tools, and stock symbols on eToro's website are for educational purposes only and do not imply a recommendation or solicitation to engage in any specific investment strategy. All investments involve risk, losses may exceed the amount of principal invested, and past performance does not guarantee future results. Cryptotrading is offered by eToro USA LLC. This entity is not a registered broker-dealer or FINRA member and your cryptocurrency holdings are not FDIC or [SIPC](#) insured. Visit our [Disclosure Library](#) for additional important disclosures including our [Customer Relationship Summary](#). [FINRA Brokercheck](#) © 2023*