eToro enhances local trading experience in UK and EU

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- UK and European users can now trade in local currency, with no conversion fees when investing in local stocks
- The new feature gives users more control when it comes to managing currency exposure
- GBP and EUR trading is the latest example of eToro offering a more localised experience for users
- eToro has recently topped its offering in Europe and the UK by adding hundreds of local assets across several exchanges

14 October 2024: Trading and investing platform eToro has enhanced its local offering for users in the UK and Europe by allowing them to trade in GBP or EUR, alongside USD.

eToro users can now fund trades directly from their balances within their GBP or EUR account, rather than having to convert to USD by default, saving money in conversion fees when investing in UK or EU-listed stocks. The new feature also allows users to adopt a more sophisticated strategy when it comes to currency, allowing them to better manage currency exposure.

eToro's GBP and EUR accounts, which recently surpassed one million users, are available to eligible users in the UK and Europe, allowing them to deposit, hold, withdraw and fund trades in GBP or EUR, alongside USD.

Over the years, eToro has created a global product offering that is accessible to users from 75 countries and in 20 languages. Users around the world can trade and invest in companies listed on 20 of the world's leading stock exchanges, and stay informed thanks to our extensive network of local analysts from across the globe. Introducing the ability to fund trades in EUR and GBP is part of a wider move to complement this global offering with a more localised investment experience for users in eToro's key markets.

"As we continue strengthening our presence in Europe and the UK, we want to offer our users the best of both worlds. Access to our global product offering alongside a localised investment and money management experience. Introducing the possibility to invest directly in GBP and EUR marks a significant addition in our product offering. This isn't just about adding another feature, it's about fundamentally enhancing the way our users tailor their investment strategy by improving their domestic and international trading experience", **explains Doron Rosenblum, Executive Vice President, Business Solutions at eToro**.

Earlier this month, eToro joined forces with Deutsche Boerse to add a further 290 German-listed stocks to the platform. This follows a collaboration with London Stock Exchange, announced in July, whereby eToro will add an additional 1,000 UK stocks to the platform. eToro also recently partnered with Dubai Financial Market to offer users access to ten of the leading companies listed on their exchange. The company also boosted its Danish stock offering and now offers more than 70% of all Denmark-listed companies to its users.

– ENDS –

Notes to editors

The option to invest in EUR or GBP, as well as USD, is only available to eToro users based in Europe and the UK. More information about this feature can be found here.

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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 38 million registered users from 75 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.

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