



eToro launches DIY ISA, expanding ISA offering in partnership with Moneyfarm

February 12, 2025

12 February 2025, London – [eToro](#), the trading and investing platform, has expanded its Stocks & Shares ISA offering for UK clients by launching a new DIY ISA powered by Moneyfarm, the European digital wealth manager.

The new DIY ISA will allow UK-based clients to build and manage their own investment portfolio within a tax-free ISA wrapper. Users can choose from over 1,000 assets including UK-listed stocks as well as ETFs, mutual funds and bonds with global exposure.

The DIY ISA adds to the managed ISA already available on the eToro platform, which is also powered by Moneyfarm, allowing users to choose between the two or use both depending on their investment needs. Both ISAs allow users to work towards their goals with a dedicated Moneyfarm expert. Clients are also able to transfer existing ISAs to their eToro ISA, which will be handled by Moneyfarm at no cost.

Existing eToro clients who open an ISA (DIY or managed) and invest at least £1,000 between 4 February and 30 April 2025 are eligible to receive 2% cashback on everything they invest, up to a maximum cashback value of £5,000. The offer runs until the end of April, meaning that clients can take advantage of two years' annual ISA allowance.

Dan Moczulski, Managing Director of eToro UK said: *"As the most tax-efficient investment vehicle in the UK with an annual allowance of up to £20,000, ISAs are an essential tool for investors, especially with the capital gains tax allowance now limited to just £3,000.*

"While eToro is a global platform, we are constantly tailoring and localising our products to meet the specific needs of clients. With the introduction of our new DIY ISA alongside our existing managed ISA, we're giving UK investors the flexibility to choose the approach that best suits their goals. Whether they want to hand-pick stocks or opt for expertly managed funds, customers can easily access both options through our app and invest tax-free easily."

Fabio Zampaglione, Chief Commercial Officer at Moneyfarm said: *"The launch of the eToro DIY ISA is a continuation of our collaboration with them. Our commitment to evolving our B2B2C solutions remains a key area of growth for Moneyfarm. We are dedicated to delivering exceptional value to our clients and look forward to the continued success of our partnership with eToro."*

ENDS

Notes to editors

Existing eToro clients who open a new ISA (DIY or managed) and invest at least £1,000 between 4 February and 30 April 2025 are eligible to receive 2% cashback on everything they invest up to a maximum cashback value of £5,000 (i.e. investments up to £250,000 are eligible).

The offer is valid for new deposits and cash transfers from an existing ISA. The offer runs until the end of April, meaning that clients can take advantage of two years' annual ISA allowance.

Eligible clients are required to keep the amount on which the bonus was paid within the ISA for at least two years (i.e. until 30 April 2027) to retain the bonus. During this period, they can withdraw part or all of that amount from the ISA, but they will be required to pay back the bonus.

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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.

About Moneyfarm

Moneyfarm is an award-winning pan-European digital wealth manager with over 130,000 active investors and more than £4 billion in assets under management on the platform. Launched in 2012 and headquartered in the UK, Moneyfarm has a vision to help

more people improve their financial wellbeing by making personal investing simple and accessible through technology. The business is a disruptor and considered to be one of the most influential fintechs in the UK and Italy.

The company is led by co-founder Giovanni Daprà with Dame Jayne-Anne Gadhia, former CEO of Virgin Money, as its Chair. Moneyfarm is regulated by the FCA and backed by Allianz Asset Management, M&G plc, Cabot Square Capital, Poste Italiane S.p.A and United Ventures.

Moneyfarm continues to innovate and evolve its proposition and currently offers a stocks and shares ISA, junior ISA, SIPP, and general investment accounts (GIAs), with traditional risk rated portfolios and sustainable investing portfolios available. There is also Liquidity+, a unique portfolio of money market funds managed by top global asset managers, and DIY investing, an execution only service for clients that want to buy and sell shares, ETFs, bonds and mutual funds. These are all available through both a web based platform or via an easy-to-use app and combine the latest technology with human guidance available how the client wants, including via the app, telephone, chat or a video call.

Moneyfarm remains actively acquisitive, seeking businesses that align with its strategic vision of becoming a total wealth partner for clients. The most recent acquisitions include Wealthsimple's UK client book, and Profile Pensions, a UK digital pension adviser and consolidator, enabling clients to easily consolidate and manage their pensions.

In addition to its direct to client activities, Moneyfarm can provide its B2B2C partners with bespoke solutions, combining a technology platform, product wrappers, asset management capabilities, back office/operations and an engagement model. These bespoke solutions are embedded into the propositions of Poste Italiane ([Postefuturo Investimenti](#)), Unicredit's Buddybank ([Steppy by Moneyfarm](#)), Banca Sella ([Sella Evolution powered by Moneyfarm](#)) and eToro ([eToro ISA powered by Moneyfarm](#)) serving thousands of clients.

In testament to the quality-of-service Moneyfarm provides, and the trust placed in it by clients to help achieve their financial goals, the company has received several prominent industry awards and accreditations, including 'Best Private Pension' at the Good Money Guide Awards 2024, 'Best Investment ISA – Medium Portfolio' award in the prestigious YourMoney.com Awards for both 2023 and 2024, and 'Best Buy Pension,' 'Best Buy ISA,' and 'Best Buy JISA' awards in the 2024 Boring Money Awards. In March 2024, Moneyfarm was also recognised in the Financial Times' 'FT1000 Europe's Fastest Growing Companies Special Report'. Moneyfarm boasts a Trustpilot score of 4.3, classified as 'Excellent.'

More information on Moneyfarm is available on the website at: www.moneyfarm.com

Disclaimers:

eToro is a multi-asset investment platform. The value of your investments may go up or down. Your capital is at risk.

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UK

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