



Thailand FX/BO market review

Based on data for November 2022 - May 2023

Information about country



Share of web traffic via smartphones

Share of web traffic via PC and laptops Share of web traffic via tablet PC

Popular social media (% of Internet users)













Payments

The most popular local online payment method for FX/BO in Thailand by value of transactions is **Promptpay (97,5%)**, this interbank method allows users to make payments in Thai baht using bank accounts in Thailand. 80% of the population have access to this method. A QR code is shown to the client, he opens his banking application, scans the code and interbank settlement occurs. The second method by popularity is **online bank transfer** (1,1%) when user enters his online banking details and makes payment. The third method is **TrueMoney ewallet (less that 1%)**.

Distribution of executed payments by devices:

Android	41,8%
iOS	25,4%
Windows	27,6%
MacOS	4,1%
Other	1,1%

Local payment methods offered by Monetix in Thailand:

- Promptpay QR. All Thailand banks that support QR-code payments
- Online bank transfers
 Siam Commercial Bank Krung Thai Bank Kasikorn Bank Bangkok Bank Thai Military Bank Krungsri Bank Government Savings Bank
- TrueMoney ewallet

Forex and Binary options regulation

Thailand's capital market is supervised and regulated by the Securities and Exchange Commission (SEC). Forex trading was legalized in 2017 (<u>Securities and Exchange Act BE 2535 amendment</u>), with local authorities forging more relaxing regulations for investments in financial instruments like securities and derivatives. These regulatory relaxations aimed at facilitating the flow of capital in and out of the country as well as dealing with the strengthening of the local currency, the Thai baht (THB).

The amendments officially came into force in November 2019 and were introduced by the country's central financial institution, the Bank of Thailand (BOT). Retail investors from Thailand now have the chance to transfer funds offshore to trade directly in different financial instruments.

Brokers operating in the country are legally required to have a license from the SEC. Many popular international forex brokers such as XM, Exness, and FBS have been alerted due to failing to comply with this requirement. However, these trading platforms remain popular with Thai traders. List of licensee. Alert list.

Before the introduction of the new regulatory framework, only certain individuals were allowed to make direct investments in foreign instruments. Some of them included institutional investors, investors that are at the high net-worth end of the scale, and qualified investors, i.e. entities or individuals with investments of \$50 million or higher.

The new framework expanded the list of instruments Thai nationals can invest in to include over-the-counter derivatives. It also lifted the restrictions on the countries qualified investors are permitted to invest in.

The changes affected retail investors as well. Previously, they could trade Forex and other instruments only through Thailand intermediaries. Now they have the chance to trade financial instruments directly but have to comply with a yearly cap of \$5M (\$200k between 2019 and 2020) per trade. Before 2020 \$5M investment was the limit for qualified investors under the previous rules. <u>Press release</u>. No supporting documents required up to this amount. No investment limit in foreign securities through local financial institutions such as brokerage firms and asset management companies and for investors regulated under the Securities Exchange Commission (SEC).

Forex and Binary options regulation

Before 2020 qualified investors were entities or natural persons that have investments in instruments, derivatives, or deposits worth THB 50 million or more. In 2020 qualified investors have been removed and reclassified as retail investors under the new rules. Only two types of investors left: institutional and retail. They are able to invest in both local and international financial markets, including in derivatives such as CFDs. Retail traders must first fill in a one-time registration form at the official website of the Bank of Thailand. BOT also increased the aggregated limit on investments from \$100 billion to \$150 billion. Non-residents in Thailand enjoy similar trading abilities, though the banking products and services available to them will be slightly different than what is available to Thai residents.

This limit applies cumulatively to all traders whose investments fall under the regulations of the country's Securities and Exchange Commission. Also, investors from Thailand now have the chance to trade precious metals like gold in foreign currencies. However, they can do so only with trading companies that have been approved by the Bank of Thailand. Prior to the changes in regulation, such transactions could only be effected in the local currency, the Thai baht. Retail traders can protect themselves against market risks by hedging their currency positions.

Another important thing to keep in mind is that speculation with the Thai baht is strictly prohibited under the laws of Thailand. The Bank of Thailand has taken various measures to curb speculative activities with the local currency. The central bank announced it plans to adopt a more stringent approach when tracking foreign exchange transactions after the baht skyrocketed to its highest level in more than 6 years in June 2019.

According to BOT, a stricter oversight is needed to prevent the speculation with the local currency for short-term gains. Banking institutions facilitating businesses that contradict BOT's measures against baht speculation face various penalties, including formal warnings, fines, and even the closure of their operations.

Even considering the Securities and Exchange Commission (SEC) supervises capital markets, it is the BOT that maintains licensing for commercial entities involved in trading. However, there is no local regulation of Forex brokers working with private individuals, and thus many international forex brokers are active on the Thai market.

Forex brokers in Thailand

The most popular forex brokers in Thailand are Exness and XM, they have 69% of all traffic among all 100+ brokers that were taken for the research (see the table below). Thailand is key market for Exness (2nd place in traffic) and XM (1st place in traffic). It is recommended to pay attention to the positioning of XM and Exness, their advertising channels and methods of promotion and take them into account when creating an advertising campaign and strategy.

The largest binary options brokers in Thailand are IQ Option and Olymp Trade. IQ option is 2 times greater than Olymp Trade.



Among other brokers, Z.com, Forex4you, NordFX, Infinox, FxPro, ICMarkets, HotForex, AximTrade, MiTrade, FBS conduct targeted marketing in Thailand, as Thailand is in the top 5 countries in the traffic of these companies and is one of the key regions for them.



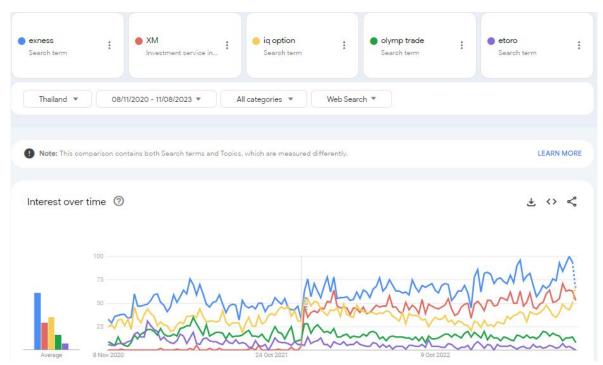
Forex brokers with more than 200k visitors over the period

Broker	Total traffic	% of TH traffic	TH traffic	Ranking of TH traffic in the company	% of total FX traffic from TH
exness.com	168 200 000	16,77%	28 207 140	2	44,36%
xm.com	91 720 000	15,61%	14 317 492	1	22,52%
z.com	13 760 000	10,83%	1 490 208	2	2,34%
icmarkets.com	22 640 000	6,34%	1 435 376	4	2,26%
iqoption.com	21 060 000	4,98%	1 048 788	6	1,65%
olymptrade.com	27 000 000	3,81%	1 028 700	3	1,62%
fbs.co.th	1 017 000	98,86%	1 005 406	1	1,58%
iqbroker.com	127 700 000	0,78%	996 060	32	1,57%
capital.com	28 990 000	2,87%	832 013	7	1,31%
hfm.com	8 851 000	7,03%	622 225	4	0,98%
fxgt.com	43 890 000	1,40%	614 460	2	0,97%
oanda.com	41 670 000	1,31%	545 877	20	0,86%
etoro.com	229 900 000	0,23%	528 770	46	0,83%
fxpro.com	5 029 000	9,84%	494 854	2	0,78%
forex4you.com	1 269 000	36,50%	463 185	1	0,73%

Forex brokers with more than 200k visitors over the period

Broker	Total traffic	% of TH traffic	TH traffic	Ranking of TH traffic in the company	% of total FX traffic from TH
qxbroker.com	52 670 000	0,84%	442 428	13	0,70%
roboforex.com	15 110 000	2,82%	426 102	8	0,67%
infinox.com	4 025 000	10,51%	423 028	2	0,67%
vantagemarkets.com	46 100 000	0,85%	391 850	17	0,62%
exness.global	2 297 000	16,93%	388 882	2	0,61%
aximtrade.com	1 970 000	18,92%	372 724	2	0,59%
admiralmarkets.sc	3 702 000	9,71%	359 464	3	0,57%
exness-trade.pro	6 243 000	5,32%	332 128	3	0,52%
mitrade.com	3 097 000	10,04%	310 939	3	0,49%
pepperstone.com	8 529 000	3,60%	307 044	7	0,48%
litefinance.org	13 410 000	2,27%	304 407	9	0,48%
nordfx.com	2 586 000	11,60%	299 976	3	0,47%
ig.com	69 060 000	0,40%	276 240	33	0,43%
interactivebrokers.com	32 730 000	0,82%	268 386	25	0,42%
octafx.com	20 320 000	1,32%	268 224	13	0,42%

Search trends



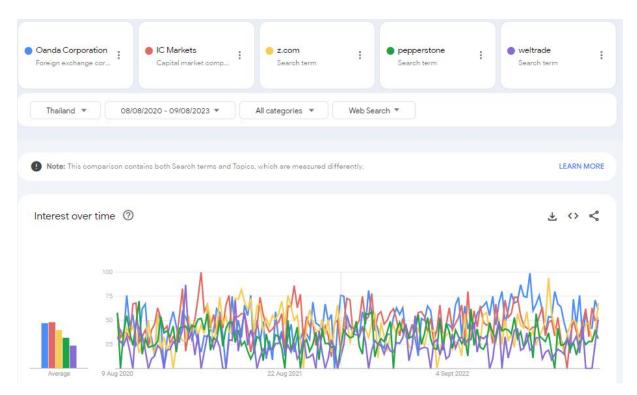
Top 5 popular brokers according to search queries. The significant share of XM and Exness is confirmed by the popularity of the respective search queries in Google.

Their share has grown slightly over the past 2 years and significantly exceeds requests for other brokers. The strength of the Exness and XM brands is very strong in Thailand, with 69% market share, with Exness (46%) being twice as large in Thailand as XM (23%).

Thailand is not a target market for eToro. Broker have a large audience due to brand awareness and a large global reach in general.

IQoption is the most popular binary options broker by search queries and engagement. Olymp Trade is also very popular.

Search trends

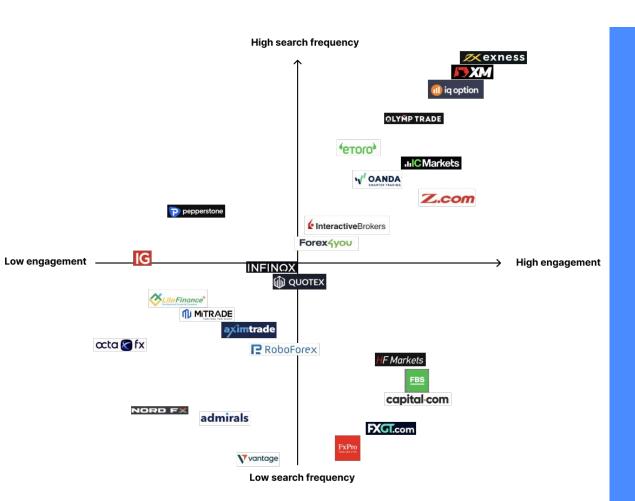


The second five brokers in terms of popularity in search queries.

Thailand is not a target market for Oanda. Broker has a large audience due to brand awareness and a large global reach in general.

Perceptual map

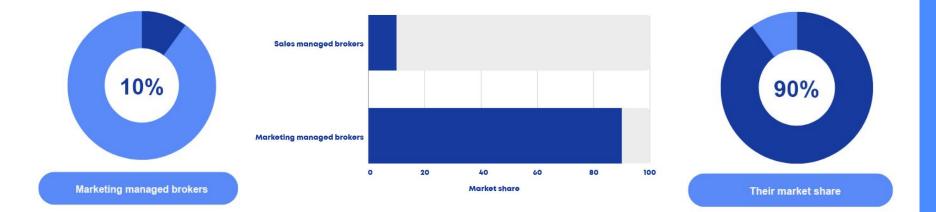
X - engagement in Thailand Y - frequency of search requests for the last 3 years





Marketing and sales managed brokers

It can be seen that successful brokers are brokers who are serious about digital marketing and do not have sales positions. They account for only 10% of the number of brokers operating in Thailand, but this 10% dominates. Their market share reaches 90%.



Drokov		Manageme	Presence in Thailand	Period of starting			
Broker	Sales	Sales Digital marketing Both No promotion		No promotion	Presence in Thailand	deposits	
ХМ		+			2015-now	lst year	
Exness		+			2011-now	2nd year	
FBS		+			2013-now	2nd year	
FX Primus		+		sales management to marketing anagement in 2020	2014-now	2nd year	
Forex4You		+			2011-now	lst year	
Tickmill		+			2018-now	2nd year	
Weltrade				+	2013-now	2nd year	
Fusion Market		+			2019-now	2nd year	
MTrading	+		Chang	ed management 3 times	2016-now	5th year	
Fullerton	+				2016-now	1st year	
GMI	+				2018-now	1st year	
Aetos	+				2018-now	2nd year	

Darlar		Manageme		Period of starting			
Broker	Sales	Digital marketing	Both	No promotion	Presence in Thailand	deposits	
ZFX				+	2018-now	lst year	
ATFX		+			2017-now	lst year	
Windsor Broker		+			?	1st year	
Infinox	+				2017-now	5th year Used to get \$1M/month	
Anzo Capital	+				2019-now	Bankrupted 1 time	
AVAtrade	+				2015-now	Bankrupted 1 time	
NordFX	+				2017-now	Bankrupted 1 time	
HotForex		+	Changed from m	sales management to marketing nanagement in 2022	2013-now	9th year	
FXTM	+				2017-now	Closed Thai branch	
Oanda				+	?	?	
Axi				+	2015-now	lst year	
ICMarkets				+	2014-now	lst year	

Drokov		Manageme		Presence in Thailand	Period of starting	
Broker	Sales	Digital marketing	Both	No promotion	Presence in Thalland	deposits
Pepperstone				+	2012-now	lst year
FXpro				+	2012-now	lst year
eToro				+	?	?
Saxo				+	2017-now	?
Swissquote				+	2017-now	?
Lirunex	+				2020-now	2nd year
Think Markets	+				2019-now	Bankrupted 1 time
LandFX	+				2019-now	5th year
USG	+				?	Bankrupted 1 time
Hantec Markets	+		Cha	nged management I time	2019-now	4th year
Admirals	+				2019-now	Bankrupted 1 time
GoFX		+			2019-now	3rd year

Darlar		Manageme		Presence in Thailand	Period of starting		
Broker	Sales	Sales Digital marketing Both No promotion		No promotion		deposits	
Eightcap		+			?	?	
SamtradeFX	+				?	Bankrupted 1 time	
Roboforex			+		2019-now	2nd year	
JustForex	+				?	?	
ТорҒХ	+				2019-now	Bankrupted 1 time	
ICM	+				2018-now	Bankrupted 1 time	
Vantage FX	+				2018-now	5th year Used to get \$1M/month	
GKFX Prime	+				?	Bankrupted 1 time	
Gemini Cap	+				2016-now	Bankrupted 4 times	
Interstallar	+				2022-now	1st year	
СХМ	+				2022-now	2nd year	
Multi Bank	+				2022-now	Bankrupted 1 time	

Client types

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Introducing brokers (IB)

This customer group consists of individuals who engage in marketing with brokers. It is a group that is relatively small in number, challenging to win over, and of utmost importance. This group leads the inflow of funds and customers into the broker.

In today's era, starting new IBs is relatively difficult. Only the large IBs that existing brokers are using remain. Main brokers must compete to attract customers from this group against other brokers.



Client

This customer group comes in various forms, ranging from beginners to intermediates. They can be both self-traders and investors who use EA, Copytrade, PAMM, MAM, etc. This group has the highest number of customers, contributing a significant amount of funds (small deposits but in large quantities). Most customers in this group usually come with IBs, but some individuals who have been trading for a while may seek brokers to trade on their own.



Experienced trader

This group is the smallest and is the group that does not lose money in the market. Lot size is small, but the deposit is large. They trade for a long time, only replenish funds and then withdraw funds, rarely make repeated deposits. They tend to trade by following their friends who are also Experienced traders. Rarely switch to new brokers. They tend to be small KOLs that aren't IBs, and if they are, people follow them.

Client personas















Exness in Thailand

exness.com

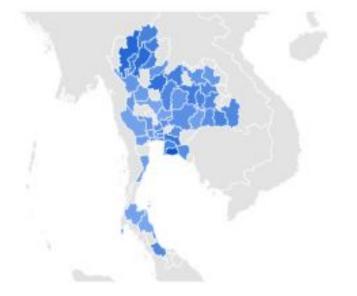


Traffic and engagement

 Overall engagement (all sites) Nov 2022 - May 2023: 28,60M
 1

 Of which PC users: 24,35M (85%)

 Mobile device users (web version): 4,25M (15%)
 2



Top 10 breakdown by subregions

Λ	1	Rayong	100	
	2	Chiang Mai	84	
	3	Lampang	81	
	4	Phitsanulok	75	
	5	Chachoengsao	72	
	6	Lamphun	70	
	7	Nonthaburi	65	
	8	Khon Kaen	64	
	9	Phayao	64	
	10) Loei	63	



Payment methods

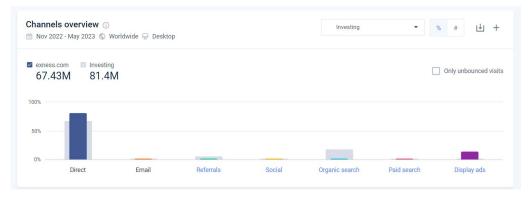
Tether (USDT T	RC20)	🖰 🔃 Thai QR payme	ents
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD	Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 56,000 USD
Bangkok Bank	Mobile banking	Bitcoin (BTC)	
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 56,000 USD	Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
THB Cashier/ATM		3 Kasikorn Mobi	ile Banking
Average time Instant Up to 5 hours	Fee 0% Limits 10 - 56,000 USD	Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 56,000 USD
Neteller	1	Online banking	g payment
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 50,000 USD	Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 56,000 USD
SCB Bank Mob	ile banking	Skrill	10
Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 56,000 USD	Average time Instant Up to 30 minutes	Fee 0% Limits 10 - 100,000 USD
Tether (USDT E	RC20)	3 USD Coin (USD	DC ERC20)
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD	Average time Instant Up to 1 day	Fee 0% Limits 10 - 10,000,000 USD
USD Coin (USD	C TRC20)	0	
Average time Instant Up to 1 day	Fee 0% Limits 10 - 10.000.000 USD		

Local payment methods offered by Exness in Thailand:

- Thai QR payments (Promptpay)
- Bangkok Bank Mobile banking
- Cashier/ATM (cash deposits in baht)
- Kasikorn Mobile banking
- Online banking payment
- SCB Bank Mobile banking



Overview of acquisition channels

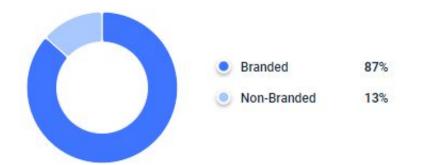




Since the strength of the brand is very strong, most of the users in Thailand who use a PC access the site by direct search (Direct). The main channel for attracting new users is visual advertising (Display ads), which is placed on other sites or applications directly or through advertisement networks and leads users to the Exness website.



Organic search (1.7% of all traffic) and **paid search (0.3% of all traffic)** account for about 2% of all traffic, and for organic search these are mostly branded queries, i.e. users enter the brand name in the search bar to go to the site. Similarly for paid search - users enter the name of the brand, see paid advertising and follow it.



Thai search terms on xm.com

ย้าย mt4 ไป drive d ได้ไหม exness ประเภทบัญชี เทรดkudoin kuc ความรู้เบื้องต้นเกี่ยวกับการเทรด เวลาตลาด forex ทองคำ ตลาด forex ทอง เปิดกี่โมง โบรกเกอร์ ช็อต nasdaq โบรกเกอร์ nasdaq

เทรดkudoin kucoin เทรดขั้นตำ ตลาด forex ทอง เปิดกี่โมง คำนวน lot future exness



Organic search terms:

	Search Terms (183)	Traffic 🗸		KD	Intent	Change	Volume	CPC	Position (Orga
1	ศานวณ lot size	1.5K	9.53%	N/A	N/A	74 <u>1</u> 4	160	2	1
2	non custodial wall	1.4K	8.89%	N/A	N/A	15.5	80	2	5
3	ศานวณ lot size	1.4K	8.89%	• 54	N/A	↓ 98.97%	200	a	1
4	exness bonus	1.3K	8.60%	• 6	N/A	↑ 74.60%	690	\$4.78	2
5	vps	1K	6.83%	0 61	INFO NAV		247,280	\$3.42	18
6	exness ประเภทบัญชี	924	6.07%	N/A	N/A	-	160	-	2
7	vps ปลอดภัยไหม	905	5.94%	N/A	N/A	121	120	÷	6
8	mata traders 4	855	5.62%	• 87	N/A	120	170	\$5.17	3
9	หน่วยงาน กำกับดูแล	816	5.36%	N/A	INFO	1021	100	Ξ.	14
10	การตั้ง leverage ขอ	742	4.87%	N/A	N/A	↓ 100.00%	40	a.	5
11	exness vps ฟรี	732	4.81%	N/A	N/A	100	200	-	1
12	คำนวณอัตราแลกเป	706	4.64%	N/A	N/A		140		4
13	บัญช <mark>ี exness</mark>	626	4.11%	N/A	N/A	↓ 31.46%	60	*	1
14	exness demo acco	538	3.53%	N/A	N/A	↓ 100.00%	60		1
15	excess trading app	536	3.52%	N/A	N/A	↓ 100.00%	80	-	1



Paid search terms:

	Search Terms (152)	Traffic 🗸		KD	Intent	Change	Volume	CPC	Organic vs Paid	Position (P
1	exnes	662	57.92%	66	NAV		2,560	170		1
2	mt4 exness downl	318	27.82%	• 46	N/A	8	490	(**)	_	1
3	exness micro acco	74	6.47%	N/A	N/A	-	100	-	_	1
4	mt4	59	5.16%	• 76	NAV		79,100	\$3.35	_	2
5	metatrader 5	30	2.62%	• 77	NAV		99,710	\$3.64		2
6	bus forex		N/A	N/A	N/A		100	1223	2	1
7	exness account ba		N/A	N/A	N/A	173	90	152	5	1
8	exness debit card		N/A	N/A	N/A	100	50	1.5	ā.	1
9	exness mt5 downl		N/A	N/A	N/A		90	170	-	1
10	exness mt5 for mac		N/A	N/A	N/A	-	80	-	-	1
11	exness ชื่อขาย buy		N/A	N/A	N/A		90	-	2	1
12	exness บน ipad		N/A	N/A	N/A	-	80	120	÷.	1
13	exness ปัญหา		N/A	N/A	N/A	2	160	-	2	1
14	forex chart		N/A	• 59	INFO NAV	120	6,870	\$1.89	2	1
15	forex icon		N/A	N/A	N/A	170	2,300	150	5.	1



Paid search ads:

Ad • https://promotion.exness.com › exness › register ลงทะเบียนกับ Exness™ – บัญชีทดลอง Exness™

ลงทะเบียนกับ Exness รับประเภทบัญขีที่เหมาะที่สุดสำหรับคุณ เงินฝาก ขั้นต่ำเพียง 10 ดอลลาร์ ประเภทบัญชีสำหรับเทรดเดอร์ออนไลน์ทุกระดับ ดาวน์โหลด MT5 ฟรี ลงทะเบียนง่ายๆ กับ Exness การถอนเงินทันที สเป...

Ad • https://promotion.exness.com › exness › register ลงทะเบียนกับ Exness™ – บัญชีทดลอง Exness™

ลงทะเบียนกับ Exness รับประเภทบัญชีที่เหมาะที่สุดสำหรับคุณ เงินฝาก ขั้นต่ำเพียง 10 ดอลลาร์ ประเภทบัญชีสำหรับเทรดเดอร์ออนไลน์ทุกระดับ ดาวน์โหลด MT5 ฟรี ลงทะเบียนง่ายๆ กับ Exness สเปรดเริ่มที่ 0.0 ปีป ก...

Landing pages for paid search:

promotion.exness.com/th/assets_redux/ shares.exness.com/th/ promotion.exness.com/th/brand/ promotion.exness.com/th/trade_assets-oil/ promotion.exness.com/th/brand_clean/

Ad • https://promotion.exness.com › exness › register บัญชีทดลอง Exness™ - เริ่มต้นเทรดเพียง 10 ดอลลาร์

เปิดบัญชีโบรกเกอร์วันนี้ แล้วเทรดออนไลน์กับ Exness เงินฝากขั้นต่ำเพียง 10 ดอลลาร์ ประเภทบัญชีสำหรับเทรดเดอร์ออนไลน์ทุกระดับ ดาวน์โหลด MT5 ฟรี ลงทะเบียนง่ายๆ กับ Exness การบริการลูกค่ำ 24/7 สเปรดเริ่มที่...

Ad • https://promotion.exness.com › exness › register โบรกเกอร์บริการเทรด Exness™. – ลงทะเบียนกับ Exness™

ลงทะเบียนกับ Exness รับประเภทบัญชีที่เหมาะที่สุดสำหรับคุณ เงินฝาก ขั้นต่าเพียง 10 ดอลลาร์ ประเภทบัญชีสำหรับเทรดเดอร์ออนไลน์ทุกระดับ ดาวน์โหลด MT5 ฟรี ลงทะเบียนง่ายๆ กับ Exness การบริการลูกค้า 24/7...



Social networks

Social networks account for 0,53% of all traffic. Basically, this is Youtube, most likely OLV campaigns, advertising from bloggers and redirect from Youtube using their link.



Voutube	69.83%
Facebook	11.97%
☑ Twitter	6.38%
📴 WhatsApp Webapp	4.77%
🔽 Instagram	2.55%
Others	4.5%

Exness social profiles



Thailand youtube.com/@ExnessTH



Thailand

Intl.

facebook.com/exnessthailandofficial



linkedin.com/company/xm-global Intl.



Intl. twitter.com/XM_COM



instagram.com/exness



tiktok.com/@xm_com Intl.



Referrals

Referrals make up 0.77% of traffic. These are clicks on referral links from partners, from ratings and other resources where Exness links are posted. Ad conversions from affiliate networks and traffic arbitrage also fall into this category.

A significant share is arbitrage traffic from Adult sites.

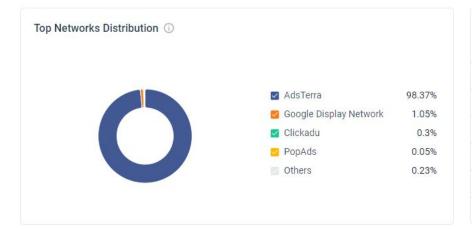




Media advertising

The main channel for attracting customers is the purchase of media advertising, banners, it makes **up to 14% of all traffic**, including repeat visitors. This means that for new users, this rate is significantly higher.

Almost all the attraction of new users occurs through advertisement networks. The company almost never sets up Google Ads. All attraction occurs through the AdsTerra advertising network. The main resources on which the ads takes place belong to the category "TV Movies and Streaming" and "Adult".



ndustries	Traffic Share
TV Movies and Streaming	31.52%
Adult	19.00%
ile Sharing and Hosting	15.17%
Computers Electronics and Technology	3.85%
Animation and Comics	3.42%
Others (97)	27.04%



Media advertising

A significant share of media ad traffic is advertising on Youtube, i.e. this is an OLV advertisement. Exness doesn't use Facebook advertising very actively. The popularity of Youtube adverts and unpopularity of Facebook adverts is confirmed by the traffic from this social networks.

	Publisher (2,282)	Industry	Global Rank	Traffic Share 🗸		Change	AdSense
1	(5) ibomma.cx	Arts and Entertainment > TV Movies and	#604,130	4.67%			
2	+ voutube.com (3)	Arts and Entertainment > TV Movies and	#2	4.12%		↓ 49.77%	
3	lavgiga.com	Adult	#15,654	3.32%	_	↓ 49.11%	
4	(6) 🕀 📄 ibomma.one	Arts and Entertainment > TV Movies and	#9,068	3.31%	_	12	
5	(+) ibomma.cc (4)	Arts and Entertainment > TV Movies and	#375,608	3.26%	_		
6	nawtoload.com	Computers Electronics and Technology >	#68,502	3.21%	_	↓ 81.94%	
7	+> fmovies.to (2)	Arts and Entertainment > TV Movies and	#500	2.21%	_	↓ 47.62%	
8	R rarbgtor.org	Computers Electronics and Technology >	#70,602	1.97%	-	↓ 91.19%	
9	R proxyrarbg.org	Computers Electronics and Technology >	#13,767	1.88%	_	↓ 95.36%	
10	supjav.com	Adult	#417	1.83%	_	↑ 54.90%	
11	🛨 🛐 shopee.vn (2)	E-commerce and Shopping > Marketplace	#257	1.69%	_		
12	+ av01.tv (3)	Adult	#3,504	1.33% I		↑ <mark>13</mark> 4.97%	
13	🛨 ⊷ iegybest.film (4)	Computers Electronics and Technology >	#32,211	1.21% I		↓ 2.00%	
14	⊕ (facebook.com (5)	Computers Electronics and Technology >	#3	1.16% I	1	↓ 0.09%	



Visuals and ads







Thiết bị đầu cuối Exness được thực hiện bởi nhà giao dịch, dành cho nhà giao dịch

Bắt đầu

ao dịch luôn biệm ẩn từ ro. ưng cấp bởi exness com







ต้องการเงื่อนไข การเทรดหุ้น exness ที่ดียิ่งขึ้นใช่หรือไม่

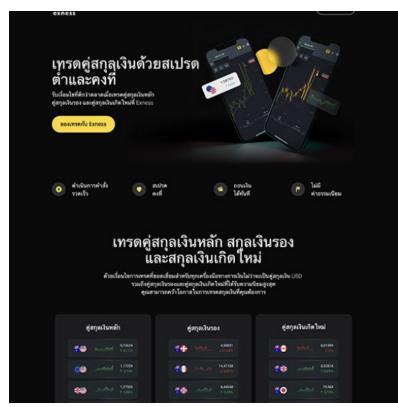
เข้าร่วม Exness

การร้อยายมีความเสียง ได้บริการโดย emess.com



Visuals and ads

exnesspromo.com/th/trade_assets-currencies



exnesspromo.com/th/trade_assets-indices





Visuals and ads

youtu.be/Vuh1B60fXhk



youtu.be/zmhOcZneWXE





youtu.be/Yt5EfDdRjis







XM in Thailand

<u>xm.com</u>

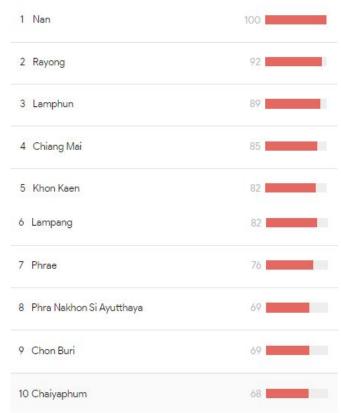


Traffic and engagement

Overall engagement (all sites) Nov 2022 - May 2023: 14,38M Of which PC users: 9,44M (66%) Mobile device users (web version): 4,87M (34%)



Top 10 breakdown by subregions





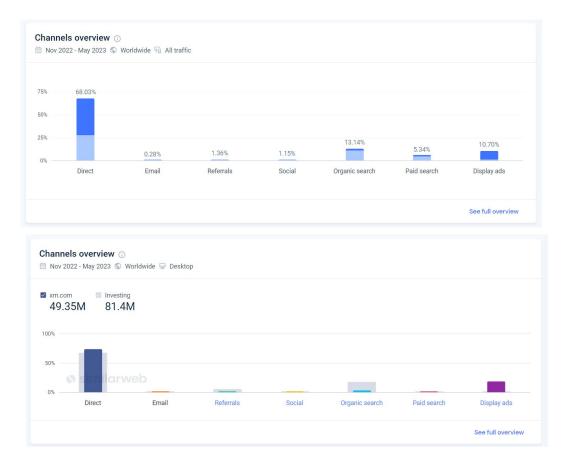
Payment methods

As local payment methods in Thailand XM offers online bank transfer and mobile banking for 7 banks. Mobile banking is online and instant.

Deposit Methods				Bank Name:	
	< รนาคารกลิกรไทย	VISA 🌒	NETELLER	Please select	•
Online Bank Transfer	Mobile Banking	Credit/Debit Cards	Neteller	KBANK Plus	d
VERIFIED CLIENTS ONLY	DEPOSIT HERE	DEPOSIT HERE	DEPOSIT HERE	Kasikorn Bank	n.
				Siam Commercial Bank	
				Bangkok Bank	
Skrill				— Krung Thai Bank	
				Bank of Ayudhya	
Skrill				TMBThanachart (ttb)	*
DEPOSIT HERE					



Overview of acquisition channels

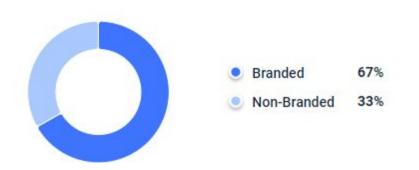


For XM, the distribution of traffic sources is the same as for Exness. In second place in terms of traffic channels for all devices is organic and paid search. The share of mobile devices for these channels is ~85%, this is due to the fact that on mobile devices there is a search bar on the main screen, where users usually enter the name of the site they want to go to, i.e. these are branded queries.

For PC, the share of search is low, the main channel is display advertising, 19%.



Basically, these are brand queries. The share of non-branded queries is higher than that of Exness. Company has good SEO and SERM promotion.



Thai search terms on xm.com

xm ประเภทบัญชี xm พื้นที่สมาชิก ปท แพลตฟอร์มที่ใช้ในการเทรดฟอรเร็กส์ forex เทรดเก็บ swap คิด pip เป็นเงิน โบรกเกอร์ forex ที่หน้าตาใช้ง่าย เริ่มเทรด forex ยังไง ฟอเร็กซ์ เทรดคริปโต



Organic search terms:

	Search Terms (372)	Traffic 🗸		KD	Intent	Change	Volume	CPC	Position (Orga
1	xm swap	1.8K	19.06%	N/A	N/A	↑ 17.79%	370	5	1
2	xm ประเภทบัญชี	1.2K	11.97%	N/A	N/A	↓ 100.00%	170	a	1
3	คิด pip เป็นเงิน	996	10.30%	N/A	N/A	53) (2)	80		2
4	โปรโมชัน xm 2023	915	9.47%	N/A	N/A		200	÷	1
5	xm thailand	803	8.31%	• 42	NAV	↓ 86.65%	130		1
6	การศานวณ position	721	7.46%	N/A	N/A		170	÷	4
7	ฟอเร็กซ์ ทอง เริ่มซื้อ	517	5.35%	N/A	INFO	(***)	120	-	б
8	xm	460	4.76%	N/A	N/A	224 2	80	2	1
9	dollar index	434	4.49%	• 87	INFO	↓ 100.00%	215,790	\$0.35	13
10	ต้นทุน forex	414	4.28%	• 11	INFO	100	150	a	б
11	xm ฝากเงินขั้นต่ำ	330	3.41%	N/A	N/A	↓ 100.00%	60	5	2
12	mql5 signal ยกเล็ก	285	2.95%	N/A	N/A	1.5	50	ā	5
13	xm tradingview	240	2.48%	• 55	INFO NAV	1073	630		9
14	ค่า swap <mark>คิดเวลา</mark>	188	1.94%	N/A	N/A	(e)		-	2
15	ซือ eurusd ศานวน	188	1.94%	N/A	N/A	-	40	-	9



Paid search terms:

	Search Terms (320)	Traffic 🗸		KD	Intent	Change	Volume	CPC	Organic vs Paid	Position (P
1	metatrader 5	6.4K	23.69%	• 77	NAV	↑ 59.19%	99,710	\$3.64	_	1
2	exness	6.2K	23.05%	0 76	NAV	↓ 47.18%	224,270	\$1.65	_	3
3	iq option	2.4K	8.74%	69	NAV	↑ 90.17%	223,240	(17)		1
4	metatrader 5 down	2.1K	7.90%	69	INFO NAV	↑ 11.54%	17,900	\$2.58	-	1
5	mt4 download	1.6K	5.99%	• 73	NAV INFO	-	25,070	\$3.52		1
6	metatrader 4 down	769	2.86%	• 76	INFO NAV	↑ 328.29%	25,690	\$3.71		1
7	hotforex	720	2.67%	63	NAV	↑ 123.28%	28,950	\$2.70		2
8	xm.com	709	2.63%	0 73	NAV	↑ 15.29%	3,020	12	_	1
9	เทรดทอง	706	2.62%	• 20	N/A		2,080	1.70		1
10	การเทรด forex ด้วย	659	2.45%	N/A	N/A	650	8	1070		1
11	mt4 one click tradi	642	2.38%	N/A	INFO		580	\$3.24		1
12	mt4 xm	614	2.28%	• 36	INFO	-	690	-		1
13	is xm certified by s	611	2.27%	N/A	N/A	-	100	1.4	-	1
14	exnes	603	2.24%	66	NAV	(a)	2,560	(2)		2
15	เทรด forex	441	1.64%	0 24	INFO	↑ 90.17%	980	\$2.97	-	1



Paid search ads:

Ad • https://www.xm.com/ เปิดบัญชีเทรด XM ของคุณ - ที่มีการดำเนินคำสั่งรวดเร็ว

เทรดด้วยแพลตฟอร์มที่ได้รับหลายรางวัลและมีการช่วยเหลือดลอด 24/7 ใน 30 ภาษา ที่ XM เน้นให้บริการลูกค้าด้วยความเป็นเลิศ, เทรดได้บนทุก อุปกรณ์และมีผู้จัดการบัญชีประจำด้ว Ad • https://www.xm.com เปิดบัญชีเทรด XM ของคุณ – ที่มีการดำเนินคำสั่งรวดเร็ว เทรดด้วยแพลตฟอร์มที่ได้รับหลายรางวัลและมีการช่วยเหลือตลอด 24/7 ใน 30 ภาษา ที่ XM

Ad · https://www.xm.com

เทรดบนตลาดไปกับ XM - ช่วยเหลือตลอด 24/7 ใน 30 ภาษา

เน้นให้บริการลูกค้าด้วยความเป็นเลิศ เข้าถึงแพลตฟอร์มจากทุกอุปกรณ์ & ผู้จัดการบัญชีประจำด้ว Ad · https://www.xm.com

เทรดบนตลาดไปกับ XM - ใช้งานได้จากทุกอุปกรณ์

เน้นให้บริการลูกค้าด้วยความเป็นเลิศ เข้าถึงแพลตฟอร์มจากทุกอุปกรณ์ & ผู้จัดการบัญชีประจำตัว

Landing pages for paid search:

xm.com/landing/promo-shares/th xm.com/landing/support/th xm.com/landing/regulation/th xm.com/landing/csr/th xm.com/landing/refer-friend/th



Social networks

1.15% of all traffic, mainly from Youtube - OLV advertising and through referral links in bloggers' XM reviews.



Voutube	<mark>43.94%</mark>
Facebook	29.6%
🛃 WhatsApp Webapp	9.03%
🔁 Linkedin	5.07%
🗹 Twitter	2.7%
Others	9.66%

XM social profiles



Thailand youtube.com/@xmthailandth



Thailand facebook.com/xmthailandth



Thailand instagram.com/xmthailandth



Intl. <u>twitter.com/XM_COM</u>



Intl. linkedin.com/company/xm-global/



Intl. line.me/R/ti/p/%40nac5780e

Referrals

Referral traffic is 1.36%. These are clicks on referral links from partners, from ratings and other resources where XM links are posted. Ad conversions from affiliate networks and traffic arbitrage also fall into this category. Adult sites account for a significant share of traffic. That is, there is a traffic arbitrage of this category.

Website Categories	Traffic Share
Adult	19.39%
Investing	14.97%
Sports Betting	10.00%
Social Networks and Online Communities	8.99%
TV Movies and Streaming	5.39%

Referrals

Top referring websites to XM.com

	Domain (1,251)	Industry	Global Rank	Traffic Shar	re 🗸	Change	Engagement Score BETA	AdSense
1	📄 eu.dspmega.com	Sports Betting	0.53	76.6K	6.62%	↓ 78.88%		
2	+ PH pornhub.com (9)	2 Adult	#9	53.8K	4.65%	↓ 100.00%	Low Traffic	
3	forexfactory.com	Investing	#3,642	49.3K	4.27%	↓ 6.88%		0
4	intellipopup.com	2 Adult	#4,111	49.2K	4.26%	↓ 78.69%	• • • • •	
5	visariomedia.com	Social Networks and Online Communiti	#4,682	46.5K	4.02%	↓ 58.72%	••••	
б	fenixseguro.com	TV Movies and Streaming	#52,196	22.6K	1.95%	NEW	•••••	
7	+ 😻 xhamster3.com (11)	2 Adult	#2,088	19.9K	1.72%	2	Low Traffic	
8	⊕ 🎸 coccoc.com (2)	Search Engines	#2,612	17.9K	1.55%	↓ 69.49%	• • • • •	
9	eu.dspsuper.com	Sports Betting	<u>्</u> यः	16.1K	1.39%			
10	+ investing.com (9)	Investing	#351	13.4K	1.16%	↓ 100.00%		0
1	🗭 myfxbook.com	Investing	#14,172	11.5K	1.00%	↑ 2.41%		
12	www.weworkremotely.com	Jobs and Employment	#29,673	9.7K	0.84%	↓ 100.00%		
13	1 tinywow.com	Computers Electronics and Technology	#12,821	8.3K	0.72%	↓ 72.80%	Low Traffic	0
4	G lizziefullrounded.com	ଥି≊ Adult	-	8.2K	0.71%	-	Low Traffic	
5	tudocelular.com	Computers Electronics and Technology	#4,351	8.1K	0.70%	1	Low Traffic	0

Media advertising

Media advertising, like for Exness, is the main channel for attracting new users and accounts for **10% of traffic**, the main audience is PC users, among which the share of media advertising traffic is 19%.

In addition to AdsTerra, XM works with PopAds, Criteo networks, and also set up Google Ads.



Industries	Traffic Share
FV Movies and Streaming	16.43%
Lottery	12.36%
Video Games Consoles and Accessories	8.26%
Adult	6.97%
File Sharing and Hosting	6.68%

Media advertising

The main channel of advertising through networks is Youtube (OLV advertising). Google Ads is used to place adverts on Investing.com. Tradingview is also used via advertising networks.

Publisher (3,889)	Industry	Global Rank	Traffic Share 🔸	Change	AdSense
youtube.com	Arts and Entertainment > TV Movies and	#2	4.16%	↑ 86.86%	0
C crewbase.net	Gambling > Lottery	#59,799	3.84%	↓ 53.78%	
S shinbhu.net	Gambling > Lottery	#51,039	3.77%	↓ 89.83%	
⊕ fmovies.to (2)	Arts and Entertainment > TV Movies and	#500	2.80%	↑ 17.99%	
Tradingview.com (6)	Finance > Investing	#274	1.74%	↑ 80.98%	
tradingview.com	Finance > Investing	#274	0.61%	↑ 59.92%	
in.tradingview.com	Finance > Investing		0.58%	↓ 14.08%	
es.tradingview.com	Finance > Investing		0.36%	↑ 272.13%	
vn.tradingview.com	Finance > Investing	6	0.12%		
tw.tradingview.com show more	Finance > Investing		0.04%		
🙍 myfxbook.com	Finance > Investing	#14,172	1.36% I	↑ 7.49%	
T thumb9.net	Gambling > Lottery	#211,936	1.16%	↓ 66.59%	
supjav.com	Adult	#417	0.99%	↑ 1,536.01%	
🚹 hitomi.la	Adult	#168	0.91%	NEW	
▶ 9anime.to	Arts and Entertainment > Animation and	#457	0.89%	↑ 80.10%	0
⊡ <mark>™</mark> investing.com (10)	Finance > Investing	#351	0.87%	↓ 11.75%	
เทข้ investing.com	Finance > Investing	#351	0.22%	↓ 49.09%	0
th.investing.com	Finance > Investing		0.21%	-	٥

Visuals and ads





Visuals and ads

xm.com/landing/promo-shares/th



รางวัลและเกียรติคณที่ XM ได้รับ







ได้รับการคัดเลือกในระดับอุตสาหกรรม จาก World Finance 100 "รางวัลความเป็นเลิศในอุตสาหกรรมการเงิน"

"การรับรองระดับโกลด" สำหรับ บคคลากรชั้นนำและมีพัฒนาการ

MENA"

Investment & Finance Expo, 2016 "รางวัลโบรกเกอร์ที่เติบโตเร็วที่สุดในภูมิภาค

\$£ €¥

้รางวัลการวิจัยตลาดและการศึกษาที่ดี มีสุด ได้รับรางวัลจาก CFI Magazine (CFI.co)

ทำไมต้องเลือก XM?

การที่มีลูกค้ามากกว่า 10,000,000 ราย ไว้วางใจเรานับตั้งแต่ก่อตั้งในปี ค.ศ. 2009 ทำให้ XM เดิบโตขึ้นในฐานะบริษัทด้านการลงทุนรายใหญ่และเป็นที่ยอมรับ ในระดับนานาชาติ จนกลายเป็นผู้นำในอุตสาหกรรมตัวจริง

- (\$) -

มีใบอนุญาตและได้รับการกำกับ ดแล XM หมายถึงการลงทนกับโบรกเกอร์ที่มีใบ

อนุญาตและอยู่ภายใต้การกำกับดูแล



เป็นที่ร้จักไปทั่วโลก

เรามีลกค้าจากกว่า 190 ประเทศ และมี

พนักงานที่สามารถพูดได้มากกว่า 30 ภาษา





การช่วยเหลือตลอด 24 ชั่วโมง

ม่งให้ความสำคัญกับลูกค้า

ที่ XM คณจะใต้รับการช่วยเหลือดลอด 24 ลกค้าทกท่านจะได้รับบริการที่มีคณภาพ ชั่วโมงต่อวัน 7 วันต่อสัปดาห์ ในกว่า 30 การดำเนินคำสั่ง และระดับการช่วยเหลือที่ ภาษา ผ่านการแชท. อีเมล และโทรศัพท์

เหมือนกัน



Visuals and ads

youtu.be/RPVJJFKxldo



<u>youtu.be/--zZRXDnSJo</u>



<u>youtu.be/yeSOBhMjekw</u>

youtu.be/cj6qBSVJqNw



