

InstaForex business profile



History

- InstaForex was founded in 2007 and rapidly gained a leading position in the world of online forex trading. So far, InstaForex has already earned the trust of over 7,000,000 clients.
- Every day more than 1,000 traders open accounts with InstaForex. The brand staff has over 500 employees, and more than 150 specialists work in the Russian office. You can find their photos on: <https://instaforex.com/team.php>.
- InstaForex has many awards. The brand has won the following titles: the **Best Broker in Russia**, the **Best Broker in Asia**, the **Best Retail Broker**, the **Best Broker in the CIS countries**, and this list is not exhaustive.
- These prestigious awards have been received from the leading magazines, such as **CNBC Business Magazine** and **EUROPEAN CEO**, **World Finance Awards** and **China International Online Trading Expo**.
- Here are some of the most recent awards: the **Best Broker in Asia-Pacific region**, the **Best ECN Broker by UK Forex Awards**, the **Best Forex Mobile App**, the **Best WebTrader**, the **Best Forex Broker in Eastern Europe by IAIR Awards** and the **Most Innovative Forex Brand in Asia**.
- Besides, InstaForex has been in the top five forex brokers 5 years in a row by the Russian state rating agency **Interfax**.



Public activity

Dozens of thousands clients attend ShowFx World events annually. Their platinum sponsor has been InstaForex since 2011. The geography of such events covers scores of countries and cities - from Singapore and Dubai to Bratislava and Moscow.



Marketing policy

InstaForex devotes considerable attention to marketing policy, organizing a large number of contests and promotions. On average, the annual prize fund is worth over \$1 million. In January 2017, InstaForex launched a campaign to win a Lamborghini sports car. Moreover, from 2010 to 2016, such cars as Hummer H3, Lotus Elise, Porsche Cayenne, Porsche were raffled among the clients. Some company's customers became the winners:

- *Jaguar F-Type went to Carlos Miguel Nascimento Rodrigue*
- *Ruslan Makhauri, a trader from St. Petersburg, was the winner of Hummer H3 (a video of the awarding ceremony - https://www.instaforex.com/contest_hummer).*
- *Lotus Elise was won by Nazri Bin Zainuri (a video of the awarding ceremony - https://www.instaforex.com/contest_forex_lotus.php)*
- *In 2012, Yuri Lukinov from Podolsk got Lotus Evora. In 2014, his success was repeated by Alexey Vybornov from Moscow, Russia.*
- *Evgeniy Trots from Norilsk received Porsche Cayenne, and Igor Pavlov from Novorossiysk won Porsche Cayman*



Sponsorship and Promotion

InstaForex collaborates with sports teams and famous athletes. Their fighting spirit and drive to be the best reflects the company's policy.



Five years ago, InstaForex partnered with world-renowned Norwegian chess Grandmaster **Magnus Carlsen**. He has recently confirmed his title of champion



Ole Einar Bjorndalen has been a brand ambassador of InstaForex since 2015. He is a legendary biathlete and Winter Olympic champion who has won the most medals



From 2013 to 2016, InstaForex brand ambassador was **Victoria Azarenka**, a world tennis star, 2012 WTA tournament winner and two-time Grand Slam champion



Ales Loprais, the pilot of InstaForex Loprais team, has been a brand ambassador of InstaForex since 2011



Janko Tipsarevic, a bright and outstanding athlete, ranked 8th among the best tennis players, collaborated with InstaForex from 2012 to 2014



Daria Kasatkina, the winner of two WTA tournaments, seven ITF championships, silver medalist of the 2014 Youth Olympic Games in China, has been a brand ambassador since 2017

Sponsorship and Promotion

Moreover, InstaForex is an official partner of the **Dragon Racing Team**, one of the leaders in the FIA Formula Championship. Notably, except InstaForex, such world-renowned companies as McAfee, Microsoft, TrueCar and Chevrolet partnered with Dragon Racing.

InstaForex is also a title sponsor of one of the oldest hockey clubs in Europe, **HKm Zvolen**, participating in Slovak Extraliga. Moreover, InstaForex is a sponsor of **Palermo Football Club**.

InstaForex was a general sponsor of the legendary **Liverpool Football Club** and is a title sponsor of InstaForex Loprais, an official participant of **Dakar Rally**. This rally team is a joint project of InstaForex, the Loprais team, a regular participant of the Dakar Rally, and the Czech automobile concern **Tatra**.



InstaForex and Liverpool FC

In 2014, InstaForex became an official sponsor of Liverpool FC in Asia and the CIS, signing a two-year sponsorship agreement.

“ We are glad to take InstaForex into our family club. This is the first partner of Liverpool FC providing online forex services. The company's more than 1.2 million clients from Asia to CIS will be able to obtain information about the football club from the horse's mouth, as well as to participate in sweepstakes for tickets to the team's games ”

Billy Hogan, Chief Commercial Officer at Liverpool FC, commented on the partnership agreement.



In 2016, both football fans and traders were excited to find out that the broker and the club were expanding their cooperation.

Billy Hogan, Chief Commercial Officer at Liverpool FC, said:

“ Our partnerships are really about working together effectively and towards mutual goals – we’re now entering our second term with InstaForex and they’re a great example of the long-term relationships we like to develop. I am delighted by this renewal, which will see us continue to work with InstaForex to deliver LFC experiences for our fans. ”

The news spread quickly:

“ Since migrating to the IBM Cloud, InstaForex managed to expand its customer base by 50% and boost international sales by 25%, increasing revenue by 20%. Now, up to 10,000 new clients join InstaForex every day. ”

Ildar Sharipov noted

“ We are glad to take InstaForex into our family club. This is the first partner of Liverpool FC providing online forex services. The company's more than 1.2 million clients from Asia to CIS will be able to obtain information about the football club from the horse's mouth, as well as to participate in sweepstakes for tickets to the team's games ”

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In 2016, the global community witnessed events that changed the global economy. The UK's historic Brexit referendum and the election of outsider Donald Trump as US President triggered jitters in the financial and forex markets. The pound fell to its all-time low, the euro cut its losses, and the US dollar soared against the expectations of investors.

Amid dramatic changes in the world economy and constant fluctuations in the forex market, there are some things that remain unaffected by global turbulence. For example, the profits of InstaForex clients. It is no secret that fluctuations in exchange rates may bring traders significant profits.



“Nowadays, there are many brokerage companies in the forex market. Most of them are small firms operating under the license of a larger broker. As a rule, such companies charge higher commissions for their services or hide their costs behind additional trading conditions. In addition, all these brokers provide their clients only with access to the market. Market experts and experienced traders recommend choosing high-profile companies that not only have many years of experience and a large client base but also represent a well-known brand. This review is dedicated to the broker that meets both criteria ”

InstaForex

Social Responsibility

InstaForex pays great attention to social responsibility and is actively engaged in charity. The company has donated over \$100,000 to more than 10 charities, including:

- *World Vision*
- *CPOC Foundation in Cambodia*
- *Maldivian Red Crescent (MRC)*
- *Wikimedia Foundation, Inc*
- *SOS Children's Villages*
- *Children's Charity Fund «Happy World»*
- *Fund of Maternal and Child Health (FMCH)*
- *Titan Charity Fund (TF)*





InstaForex Walk of Fame

Brand Ambassadors



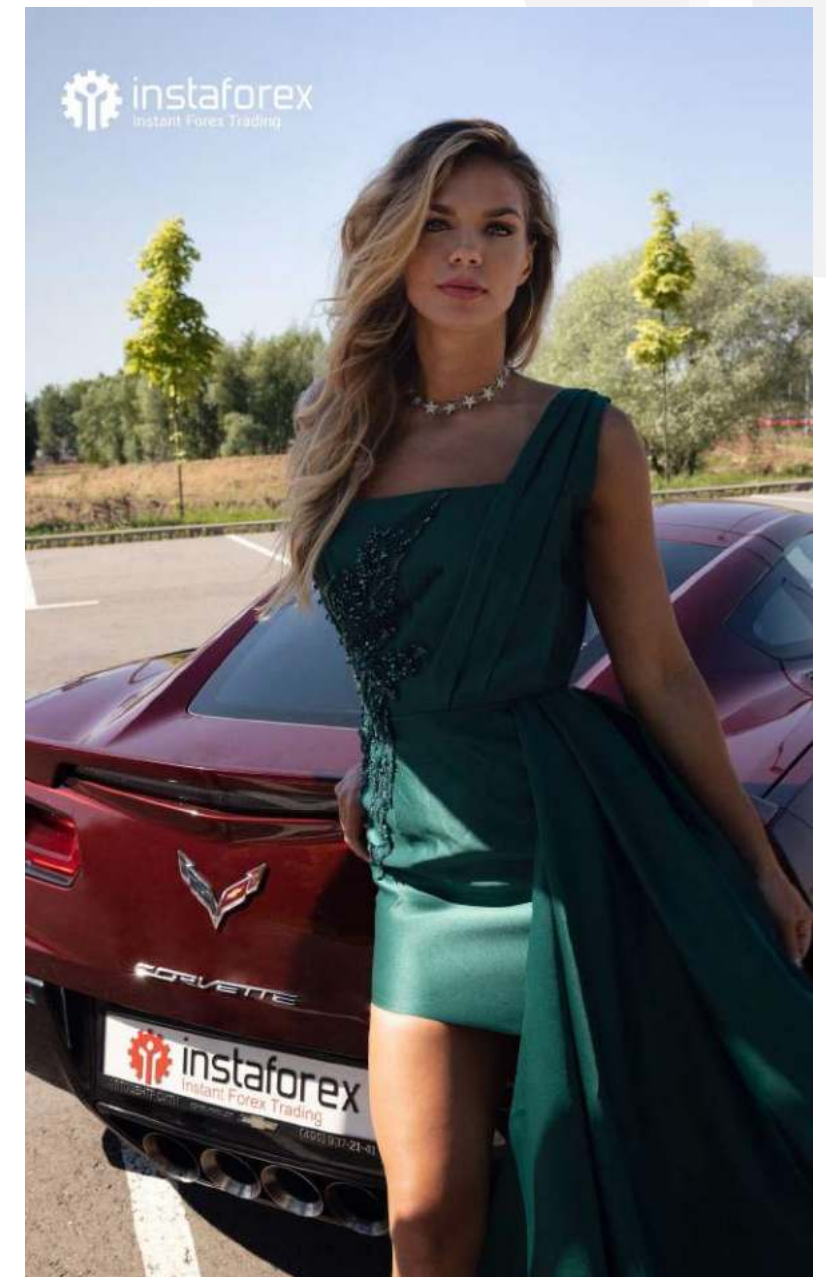
Yuliya Efimova

Brand Ambassador since 2021

In 2021, Yuliya Efimova became a brand ambassador for InstaForex. Yulia has a record number of World Championship medals among all Russian swimmers. She is a 3-time Olympic Games medalist, 6-time World Champion, 7-time European Champion. She has compiled an incredible collection of 41 medals in all major events.



“I've never been into online trading,” said Yuliya. “However, the diversity that InstaForex has to offer together with an innovative touch are really impressive! That's why I am so happy to become a brand ambassador for InstaForex and hope to make some contribution to the success of this brand.”



Viswanathan Anand

Brand ambassador since 2019

“ The interest to Forex and our company is getting higher. Similarly, the need for education is increasing. So we were looking for an ambassador who could become a real role model for new traders and lead by example. Within this framework, we are delighted to have Viswanathan as our brand ambassador. ”

Pavel Shkapenko said

In 2017, 48-year-old Anand won the World Rapid Chess Championship, outcompeting over 100 younger opponents. Throughout his career, Viswanathan Anand has won 6 Chess Oscars and many other awards.



Legend! At the age of 22, he won his first super tournament, beating grandmaster Kasparov. In 2000, Anand won the World Chess Championship. 7 years later, his dream came true when Anand became an undisputed World Chess Champion. The chess player had held the title for 6 years, winning against grandmasters Vladimir Kramnik, Veselin Topalov, and Boris Gelfand. At the age of 48 years old, Anand won the World Rapid Chess Championship, outcompeting over 100 younger opponents!

- *World Junior Chess Champion in 1987*
- *Chess Oscar Winner in 1997, 1998, 2003, 2004, 2007 and 2008*
- *FIDE World Chess Champion in 2000*
- *Winner of the FIDE World Chess Cup in 2000 and 2002*
- *FIDE World Rapid Chess Champion in 2003 and 2017*
- *World Chess Champion in 2007*



Daria Kasatkina

Brand ambassador since 2017

We are happy to announce that rising tennis star Daria Kasatkina has become our new brand ambassador. The 20-year-old Russian athlete has achieved spectacular results in her sport. Daria is the winner of 2 WTA tournaments, 7 ITF matches in singles, and a Junior Grand Slam in singles (Roland Garros 2014). Kasatkina is also a 2014 Youth Olympic Games silver medallist and a runner-up of the 2017 Kremlin Cup.

InstaForex and Daria Kasatkina have a lot in common. They never give up, analyze mistakes thoroughly, and always strive for new heights.



The young, talented, and ambitious athlete started her path in the world of tennis very energetically and deserved to be at the top of the world rankings. Since the beginning of her career, Daria has shown great stamina, strong determination, and a real passion for her sport. She devotes all her time to tennis. According to her coach, Daria's distinguishing feature is her attitude to defeat. Kasatkina believes that each failure makes you one step closer to a victory and pushes you forward.

“ Daria is convinced that any effort made to achieve the goal will not go in vain. Each day we strive to accomplish what is important for us and do our best to achieve the desired result. We should keep going forward, set new goals, and strive for progress, - **Daria emphasized.** - Both InstaForex and Daria Kasatkina choose their priorities the same way. ”



Ole Einar Bjørndalen

Brand ambassador since 2015

The Norwegian legend, 8-time Olympic Champion, 20-times World Champion, and 6-time World Cup winner has become an InstaForex brand ambassador.

Qualities such as prompt work, striving for excellence, and willingness to constantly provide traders with useful products and services define InstaForex. Collaboration with Ole Einar Bjørndalen proves the company's commitment to the highest standards.

“ Throughout all my career I was one of the main innovation drivers in Biathlon, constantly trying to bring new technologies to reach perfection, be it preparation techniques, rifle, and most recently the ski sticks. ”

Bjørndalen noted

“ InstaForex is a highly innovative company working at the cutting edge of technological progress in finance. And that's why I think this is a perfect match for me. ”

The athlete underlined



This is what InstaForex Business Development Director Pavel Shkapenko said about teaming up with the legendary biathlete:

“ Usually, people would say that Bjørndalen is a perfect choice for our company. But that would be a clear understatement. Ole Einar is a phenomenal athlete, people like him are born once in a century. The partnership with Ole Einar emphasizes our commitment to live up to such a high standard. We feel extremely honored and look forward to successful cooperation ”

Collaboration with the greatest biathlete in the history of the Winter Olympics began in the winter of 2015.

Since his first-ever victory 20 years ago, Bjørndalen has achieved spectacular results. He confirmed his status as "King of Biathlon" at the Sochi Olympics winning two gold medals.



Janko Tipsarevic

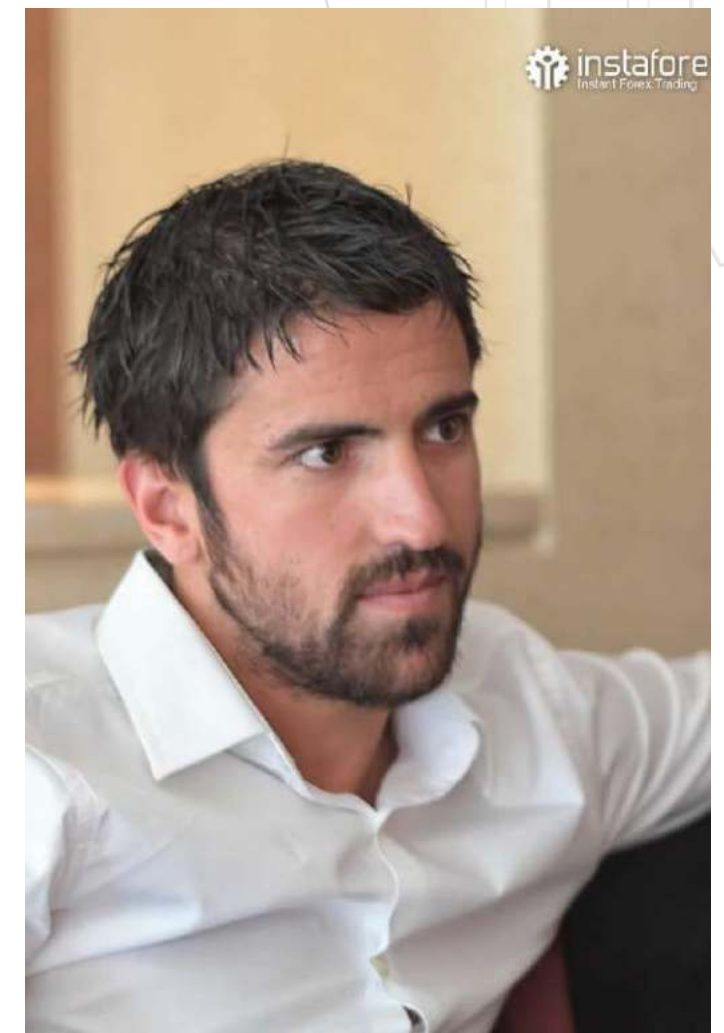
Brand ambassador from 2012 to 2014

The Serbian tennis player is deservedly considered one of the brightest stars in the tennis arena. Being a young player, he had an outstanding career, winning the junior tournament of the 2001 Australian Open Tennis Championship. However, unlike many promising young players who have never shone on the professional stage, Tipsarevic has achieved amazing success in tennis among adult athletes.



Janko won the Davis Cup. He is also the winner of the ATP tennis tournaments in Stuttgart, Kuala Lumpur, and Moscow (the Kremlin Cup). Tipsarevic beat former world No.1 tennis players Carlos Moyá, Marat Safin, Lleyton Hewitt, Juan Carlos Ferrero, and Andy Roddick.

Like InstaForex, Janko Tipsarevic believes that self-confidence, determination, and constant self-improvement are the key to success. That is why the tennis player became an ambassador of our company. We were happy to cooperate with such a prominent athlete in 2012-2014.



Victoria Azarenka

Brand ambassador from 2012 to 2014

Victoria Azarenka is a big tennis star, recognized all over the world. InstaForex cooperation with the queen of tennis courts began in April 2013 and lasted until 2016. InstaForex admired Victoria for her desire to win, stamina, and stress resistance. All these qualities unite the athlete and our traders who are also determined to succeed.



Thanks to her patience and hard work, Victoria won her first WTA title in 2009. Two years later, she became the third racket in the world rankings.

The athlete won the Australian Open in January 2012 and an Olympic gold medal in tennis, rising to the top of the WTA ranking.

In an interview, Victoria Azarenka spoke about the steps she took to make it to the top of her tennis career. She also shared her key to success with InstaForex and its clients. She talked about how to develop a winning attitude and how to cope with moments when we feel low. She gave advice on how to deal with challenges and avoid failures. These are practical tips on how to achieve success not only in tennis but also on Forex.

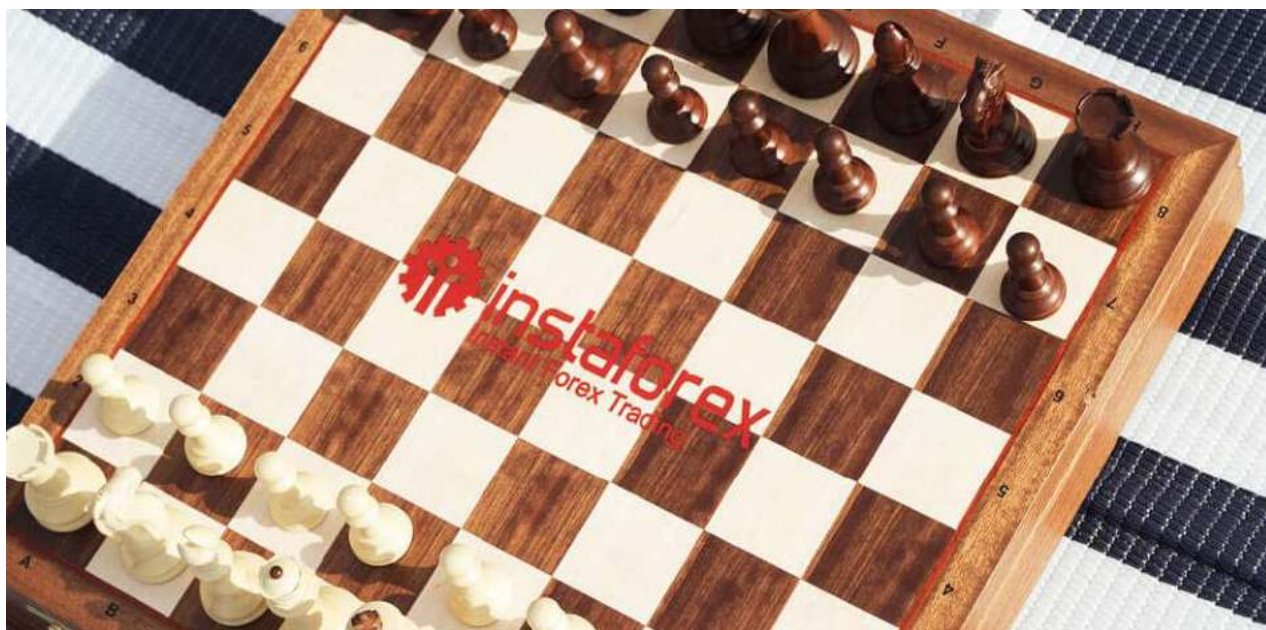


Magnus Carlsen

World Chess Champion (2011-2012)

InstaForex is pleased to present a joint project with Magnus Carlsen, a Norwegian chess grandmaster who currently occupies first place in the world ranking. The top chess player visited the head office of InstaForex. This meeting was held in a cozy and friendly atmosphere. Magnus Carlsen highly appreciated the quality of the company's services, gave reasonable advice on its development, and explained how knowledge of chess strategies can contribute to success apart from a game on a 64-cell chessboard.

Magnus Carlsen played speed chess and several friendly games with a representative of InstaForex, an international chess master.



Magnus Carlsen has won dozens of major chess tournaments, e.g. the Grand Slam Chess Association tournaments (China 2009, the Netherlands 2010, and Romania 2010) and two tournaments this year (in Romania and Switzerland), making it to the top of the World Chess Federation (FIDE) rating. Currently, Carlsen is the youngest grandmaster in the history of chess, breaking the record previously set by Vladimir Kramnik. Magnus Carlsen was twice awarded the Chess Oscar, the most prestigious chess award. Young chess grandmaster Magnus Carlsen, winner of numerous international chess tournaments, and international chess master Pavel Shkapenko, Business Development Director at InstaForex, met on the Baltic Sea coast to hold a spectacular game of chess.





InstaSport



Dragon Racing

From 2016 to the present

InstaForex has become an official partner of the Dragon Racing Formula E team.

Roman Tsepelev, the Strategic Development Director of InstaForex, said:

“ *Formula E is at the forefront of racing technologies. The whole concept of electric car racing gives a vision of the future of this industry. InstaForex has always used the latest technologies and has always been among the pioneers, just like Dragon Racing. Therefore, we believe this partnership will provide the right synergy for both parties.* ”

The Dragon Racing Formula E team, founded by the management of Seagate Technologies, appeared in the automotive market in 2006 as Luczo Dragon Racing. In May 2007, the team made a debut in the legendary Indianapolis 500.



The world of professional auto racing, as well as the world of finance, is constantly developing. The latest technologies are constantly being introduced, which eventually become a regular part of our daily life. The most vivid examples of technological progress are turbo engines, the KERS system, and ceramic brakes. As for trading, we can mention such innovations as PAMM and ForexCopy systems. Some time ago, all these things seemed to be something unique and accessible only to a selected group of people. Nevertheless, today, we drive electric cars and can easily trade on Forex with the help of gadgets that we carry in our pockets.

When it comes to motorsport, we are sure that Formula E is the future of car racing. For three years of its existence, the E Racing series has gained wide recognition in the world of motorsport. It represents progress, high technology, and ecology. The futuristic design and electric motor comply with the modern concept of racing.

Two years later, the team finished its first IndyCar series, winning the title of Rookie of the Year. It currently competes in Formula E. The team achieved its first triumph in the first Formula E season thanks to the victory of Jerome d'Ambrosio in Berlin. Two weeks later, a car with the InstaForex logo appeared for the first time as part of Formula E in Moscow.



Marussia F1 Team

Cooperation from 2013 to 2015

The Marussia F1 Team appeared in 2009. Marussia Motors, a Russian maker of racing cars, adopted the Anglo-Russian team as a title sponsor and subsequently became the holder of a controlling stake. In 2021, Marussia participated in a series of F1 races. It was the first team under the Russian flag that participated in high-level tournaments in open-wheel racing.

InstaForex also strives for outstanding achievements and supports an active lifestyle. In 2011, the company established cooperation with InstaForex Loprais Team, a participant of the Dakar international rally raid and the winner of the Silk Road Rally 2011.



The Marussia F1 Team (later the Manor Marussia F1 Team) was an Anglo-Russian racing team as well as a car producer located in Banbury, Oxfordshire, UK. The team was headed by Manor Motorsport (earlier Marussia Manor Racing), which was a subsidiary company of Marussia Motors, a former producer of sports cars located in Moscow. The Marussia team scored its first championship points by participating in the 2014 Monaco Grand Prix, where its leading driver Jules Bianchi finished ninth. After that, Marussia became the first Russian producer that received a license to participate in the World Championship.

We are proud to be a partner of the Marussia F1 Team and we follow the traditions of the racing team promotion. Notably, in October 2014, InstaForex together with Marussia raffled off an impressive prize among the company's clients. Winners received VIP tickets to the opening of the Russian Grand Prix in Sochi.



InstaForex Loprais Team

Cooperation from 2010 up to the present

InstaForex Loprais Team is a joint project of InstaForex and Tatra team, a regular participant of the Dakar Rally headed by ambitious Czech driver Ales Loprais. The team's official name appeared in May 2011 and brought a victory in the prestigious Silk Way Rally.

InstaForex Loprais Team outran such serious rivals as Kamaz Master, IVECO, and MAN. Thanks to a successful partnership, the team of Ales Loprais achieved a new level, and our company became the title sponsor of the champions. Every year, InstaForex Loprais Team takes part in the world's largest rally, Dakar. It has been showing perfect results since 2012. The team entered the top four in the truck category.



The private team, Loprais Tatra Team, was established just after the Tatra Marathon Team factory closed in 1999. Frenštát pod Radhoštěm has become home to Loprais Tatra Team. Its members mainly focused on TATRA racing cars that are designed for difficult long-distance competitions. Not so long ago, the team of Milan Loprais was represented by six-time winner of the Dakar rally Karel Loprais. Since 2007, Karel's nephew Ales has been participating in racing. His debut in rally racing brought him third place in the truck category.

In 2014, the team won the Rally Breslau multi-day marathon in Poland and took part in the seventh stage of the 2014 FIA Rally World Cup in Hungarian Baja. The rally in Hungary was a tough test for trucks. The Osibya rally in Morocco 2015 was another bright event in the history of InstaForex Loprais Team. This rally is part of the FIA World Championship. The team finished second in the five-day race in Morocco.



Hockey Team Zvolen

Sponsorship from 2013 up to the present

InstaForex has been a general sponsor of one of the oldest Slovak hockey clubs, Zvolen, since 2013. The hockey club participated in the Slovak league championship. Members of the team are also called the Knights. InstaForex has a wonderful tradition to support promising sports teams which strive for great success and victory like the broker itself. Throughout the existence of the team, hockey club Zvolen has proved to be skillful, determined and with great desire to win again and again.



Such international hockey legends as Jozef Golonka, Vladimir Orszagh, Michal Handzus, and Richard Zednik played for the club. At the moment, there are young and talented players among the Knights. Marek Simko and Michal Chovan are the rising stars of the national hockey league. In addition, the team includes such experienced and well-known athletes and participants of the World Championships as Andrei Podkonitsky and Ladislav Cerny.

There is no wonder that such an experienced team has been first in the Tipos Extraliga (Slovak Extraliga) since the 90s. The hockey club won six medals (one gold medal, two silver medals, and one bronze medal). The club played 5 times in the IIHF Continental Cup and in 2004-2005 it beat Moscow's team Dynamo.



Palermo FC

Cooperation from 2015 to 2017

The cooperation agreement between InstaForex and Palermo Football Club was signed during the 2015-16 Serie A when the team was struggling to become a winner. Its efforts were not in vain as the club had one of the strongest forward lines in the Serie A season. The team included such stars as Alberto Gilardino, a participant in the 2006 FIFA World Cup-winning squad, and Franco Vasquez, one of the main midfielders of Italy's national team.

During the partnership, InstaForex raffled off several VIP tickets for one of the Serie A games with Palermo among traders.



Founded in the namesake city of Palermo, Sicily, the football club became known for its victories in the Lipton Challenge Cup in 1910, 1912, and 1913, well before the Serie A season.

The team is also called "Rosanero" as its official colors are pink and black. Another less common name is "Eagles" since an eagle is depicted on the club's official logo and the coat of arms of Palermo.

The legendary club has repeatedly proven itself as a leader. InstaForex also strives to lead the forex market, meeting all clients' demands.



Liverpool FC

Cooperation from 2014 to 2018

Liverpool FC is a professional football club based in Liverpool, England. Its team competes in the Premier League, the top-tier championship in the country. The club has been awarded 5 European Cups, more than any other English club. Moreover, Liverpool FC has won an array of trophies including 3 UEFA Cups, 3 UEFA Super Cups, 18 Premier League titles, and 7 FA Cups. In addition, the club is an 8-time AFL Cup champion and a 15-time FA Super Cup winner. Thanks to the cooperation between InstaForex and the football club, the company's clients and Liverpool fans had an opportunity to learn more about their favorite team and win tickets to its home match in Anfield.



“ We are delighted to welcome InstaForex to the Liverpool family as our very first online Forex trading partner. The online service has over 1.2 million online customers and those in Asia and CIS will benefit from this partnership, which will see InstaForex offering fans content and access to the team they love. ”

Liverpool's Chief Executive Officer Billy Hogan said



“ InstaForex has similar aspirations to Liverpool– we strive to be the best in the Forex industry as LFC in football. This partnership brings together our young dynamic brand with that of over a century of tradition and we're excited to work with such an established and followed Club. ”

Pavel Shkapenko, Development Director of InstaForex, noted, commenting on the new partnership

Borussia Dortmund

Cooperation since 2020

InstaForex international brand is pleased to announce a new partnership with Borussia Dortmund FC. This legendary football team is a runner-up of Bundesliga 2018-2019 and one of the most renowned football clubs in the world. Borussia Dortmund is an 8-time German champion. It has been honoured with 4 German Cups and 6 German Super Cups. Besides, the club has won the Champions League and the Intercontinental Cup.



Borussia Dortmund is probably the most popular football club in Germany. The club's stadium, Signal Iduna Park, boasts the highest average attendance ever recorded both in Germany and in the world - 80,841! No wonder why this stadium is regarded as the second loudest in Europe.

Undoubtedly, there is something that unites Borussia and InstaForex. Although the history of InstaForex cannot be compared with that of Borussia, our company has been operating in the market for quite a long time. Moreover, over 7 million people have opened accounts with Instaforex. Therefore, it is fair to say that the "people's team" cooperates with the "people's broker"! Thus, we will make every effort to provide our clients with interesting services related to this legendary football club.





Thank you
for your attention!

