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Plus500 Limited
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Plus500 Ltd.

("Plus500", the "Company" or, together with its subsidiaries, the "Group")

Plus500 launches sports event-based contracts, expanding its US prediction markets offering

Plus500 enters the highest-engagement segment of the fastest-growing market opportunity in the US, leveraging its unique dual-channel position across its B2B institutional clearing and direct B2C retail

Plus500, a global multi-asset fintech group operating proprietary technology-based trading platforms, today announces the launch of sports event-based contracts in the US, CFTC-regulated financial contracts that represent the highest-engagement category in prediction markets and significantly expand the Group's addressable market.

+ Plus500 has today launched CFTC-regulated Kalshi sports event-based contracts in the US, bringing the highest-engagement product category in prediction markets directly to its customers.
+ Sports event contracts have emerged as the defining category in prediction markets, and Plus500 is now positioned at the centre of this opportunity.

The new offering provides US retail customers with access to CFTC-regulated Kalshi sports event-based contracts, delivered through Plus500's proprietary futures trading platform. This delivers the Group's institutional-grade execution, clearing and risk management infrastructure through an intuitive, seamless customer experience, enabling customers to apply their sporting knowledge and express a view on sporting outcomes through a regulated, exchange-traded financial contract. This is made possible by Plus500's proprietary technology. This launch reflects the continued expansion of the Group's next-generation prediction markets offering, with enhanced capabilities and a broadened product suite.

David Zruia, Chief Executive Officer of Plus500, commented:

"Today marks an important milestone for Plus500, and we are excited about what it represents. The launch of sports event-based contracts, CFTC-regulated financial instruments available through our proprietary futures trading platform, is the direct result of our technological capabilities and the infrastructure we have built. It advances our next-generation prediction markets offering and brings Plus500 directly to the heart of the US retail market. Spanning NFL, NBA, MLB and beyond, this is one of the most engaging and fast-moving spaces in financial markets today, and Plus500 is now fully part of it."

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About Plus500

Plus500 is a global multi-asset fintech group operating proprietary technology-based trading platforms. Plus500 offers customers a range of trading products, including OTC ("Over-the-Counter" products, namely Contracts for Difference (CFDs)), share dealing, as well as futures and options on futures.

The Group retains operating licences and is regulated in the United Kingdom, Australia, Cyprus, Israel, New

Zealand, South Africa, Singapore, the Seychelles, the United States, Estonia, Japan, the UAE, the Bahamas, Canada, Colombia and India, and through its OTC product portfolio, offers more than 2,500 different underlying global financial instruments, comprising equities, indices, commodities, options, ETFs, foreign exchange and cryptocurrencies. Customers of the Group can trade its OTC products in more than 60 countries and in 30 languages.

Plus500's trading platforms are accessible from multiple operating systems (iOS, Android and Windows) and web browsers. Customer care is, and has always been, integral to Plus500. As such, OTC customers cannot be subject to negative balances. A free demo account is available on an unlimited basis for OTC trading platform users and sophisticated risk management tools are provided free of charge to manage leveraged exposure, and stop losses to help customers protect profits, while limiting capital losses.

Plus500 was admitted to trading on the London Stock Exchange (LON: PLUS) on 24 July 2013. It was admitted to the Equity Shares in Commercial Companies ("ESCC") Category of the Official List and is a constituent of the FTSE 250 Index and the STOXX Europe 600 Index. Website: www.plus500.com.

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation ("MAR"). Upon the publication of this announcement via Regulatory Information Service ("RIS"), this inside information is now considered to be in the public domain.

Forward looking statements

This announcement contains statements that are or may be forward-looking statements. All statements other than statements of historical facts included in this announcement may be forward-looking statements, including statements that relate to the Group's future prospects, developments and strategies. The Company does not accept any responsibility for the accuracy or completeness of any information reported by the press or other media, nor the fairness or appropriateness of any forecasts, views or opinions expressed by the press or other media regarding the Group. The Company makes no representation as to the appropriateness, accuracy, completeness or reliability of any such information or publication.

Forward-looking statements are identified by their use of terms and phrases such as "believe", "targets", "expects", "aim", "anticipate", "project", "would", "could", "envisage", "estimate", "intend", "may", "plan", "will" or the negative of those, variations or comparable expressions, including references to assumptions. The forward-looking statements in this announcement are based on current expectations and are subject to known and unknown risks and uncertainties that could cause actual results, performance and achievements to differ materially from any results, performance or achievements expressed or implied by such forward-looking statements. Factors that may cause actual results to differ materially from those expressed or implied by such forward looking statements include, but are not limited to, those described in the Risk Management Framework section of the Company's most recent Annual Report. These forward-looking statements are based on numerous assumptions regarding the present and future business strategies of the Group and the environment in which it is and will operate in the future. All subsequent oral or written forward-looking statements attributed to the Company or any persons acting on its behalf are expressly qualified in their entirety by the cautionary statement above. Each forward-looking statement speaks only as of the date of this announcement. Except as required by law, regulatory requirement, the UK Listing Rules and the Disclosure Guidance and Transparency Rules, neither the Company nor any other party intends to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise.

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