



Plus500 Ltd.

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

Acquisition of Hedge extends Plus500's US offering into SEC-regulated securities

New York hub established to support US growth; US 'super-app' expected to launch in Q1 2027

Plus500, a global multi-asset fintech group operating proprietary technology-based trading platforms, is pleased to announce that it has conditionally agreed to acquire Hedge Capital Markets Inc., together with its subsidiaries ("Hedge"), including a US broker-dealer registered with the US Securities and Exchange Commission ("SEC") and a member of the Financial Industry Regulatory Authority ("FINRA") (the "Acquisition"). Founded in 2021, Hedge offers US retail investors access to exchange-listed securities, including stocks and ETFs. The Acquisition marks Plus500's entry into the SEC-regulated segment of the US market and strengthens the foundations for the expected launch of the Group's US 'super-app' in Q1 2027.

Strengthening an established US franchise and opening a new market

Plus500 has built a substantial and fast-growing presence in the US, regulated by the Commodity Futures Trading Commission ("CFTC"), providing clearing and execution services for futures and prediction markets to both retail and institutional clients. The Acquisition will complement the Group's established US operations and will directly enhance client value by creating a truly integrated multi-asset ecosystem. Both new and existing US customers will benefit from a significantly broader suite of trading and investment solutions, while enabling the Group to drive cross-distribution synergies across a unified product offering.

Beyond reinforcing the current US business, the Acquisition creates new strategic and operational value for the Group and its customers by enabling direct access to SEC-regulated US securities markets, the world's largest pool of retail investment activity. As a result, Plus500's US product suite will expand materially, with stocks, options, ETFs and other exchange-listed securities, alongside futures and prediction markets, providing customers with a single, seamless destination for their trading and investing.

Disciplined M&A strategy and proven track record of execution

The Acquisition reflects the Group's consistent strategy to generate tangible returns for shareholders through targeted bolt-on acquisitions. The Group identifies businesses that provide strategic regulatory licences, market access and specialist knowhow, then accelerates their development through its proprietary technology and operational efficiency, while keeping risk and capital exposure firmly contained. This strategy has a proven track record of success, most notably demonstrated by the Group's CFTC-regulated US acquisition in 2021, which serves as the foundation for the business upon which Hedge will now build.

The Acquisition will be funded entirely from the Group's existing cash resources, which stood at over 860m as of 30 June 2026, reflecting the strength of Plus500's balance sheet. The closing of the transaction is subject to customary closing conditions, including the expiration of the required notice period and approval by FINRA under Rule 1017.

New York hub supports Plus500's US growth strategy

To drive this next phase of growth, Plus500 has set up a new hub in New York to work alongside its established Chicago operations in expanding the Group's operational capabilities and supporting its strategic expansion across the US business-to-consumer landscape. Headed by senior executives with deep knowledge of the US market, the New York team will be reinforced by the highly skilled Hedge personnel joining the Group, who bring specialist securities expertise and an established regulatory footprint. Working together, the New York and Chicago operations create a strong strategic foundation, driving operational synergies to support the planned launch of Plus500's unified multi-asset platform in Q1 2027.

Plus500 to launch multi-asset US platform ('super-app') in Q1 2027

Today many US retail investors navigate between multiple providers, apps and accounts to trade across different asset classes. Plus500's new multi-asset trading and investing platform is designed to remove that friction. Powered by the Group's proprietary technology, it will consolidate the Plus500 US product suite, from futures and prediction markets to stocks, options, ETFs and other SEC-regulated products, into a single application, delivering a seamless user experience.

The development of the 'super-app' represents a core strategic priority for the Group, supported by significant dedicated R&D resources. For customers, it will deliver an intuitive, richer, and frictionless experience: a wider range of investment opportunities, more sophisticated trading capabilities and advanced technology, with new features rolled out to US users on an ongoing basis.

For Plus500, the 'super-app' is expected to drive deeper engagement, drive higher retention and monetisation, and open access to new segments of the US retail market, broadening the Group's total addressable market.

The Acquisition provides the SEC-regulated foundation required to bring this integrated offering to US customers. Following the initial US launch, Plus500 intends to extend the 'super-app' to further geographies over time.

David Zruia, Chief Executive Officer of Plus500, commented:

"The Hedge acquisition marks a pivotal step in Plus500's US journey. It strengthens the scaled, CFTC-regulated business we have built and provides, for the first time, direct access to the US securities market, the world's largest retail investment market. With our new hub in New York and the experienced Hedge team joining us, we have the people, licences and technology to accelerate our growth and generate sustainable, long-term returns for our shareholders.

Above all, acquiring Hedge paves the way for the expected launch of our US 'super-app' in Q1 2027, one of Plus500's most significant product developments. By bringing futures, prediction markets, stocks, options and ETFs together into one seamless experience, it will transform how our customers trade and invest, and represents a powerful new engine of value creation for the Group."

About Hedge

Hedge was founded in 2021 by co-founders Kyle Al-Rawi and Yash Khandelwal to serve a new generation of US retail investors and to offer access to exchange-listed securities, including stocks and ETFs. It is a registered broker-dealer with the US Securities and Exchange Commission ("SEC") and a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC").

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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.

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.

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