

# Trade for Good.

The first-ever ASX trading platform, built with a social purpose.

We do this by sharing 50% of our brokerage with our partner charities.

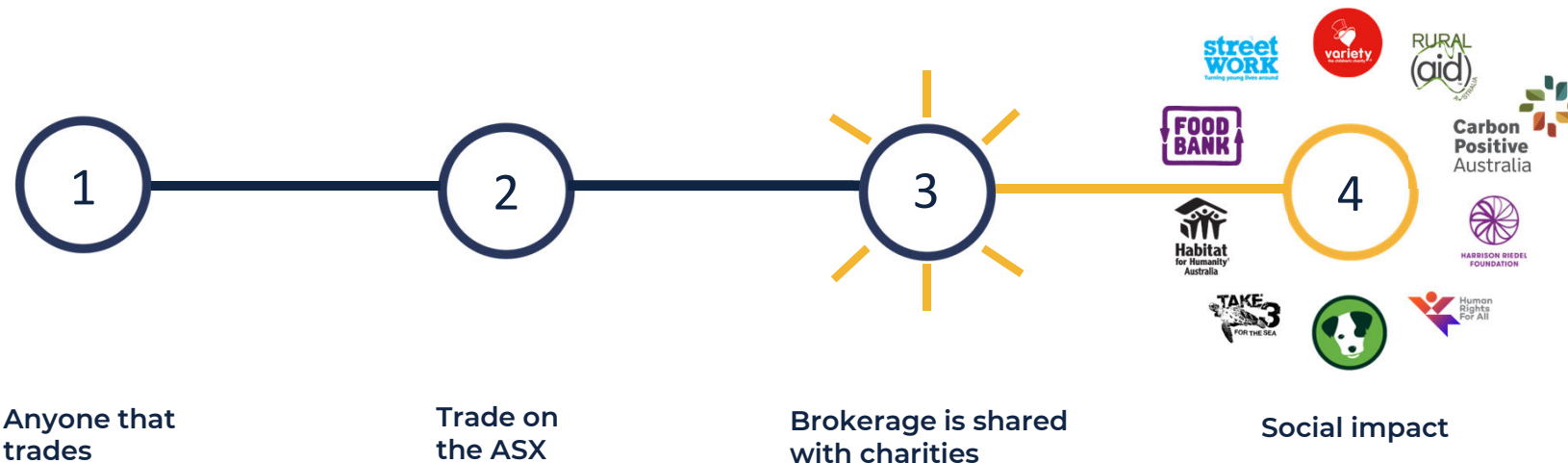


[www.tradeforgood.com.au](http://www.tradeforgood.com.au)

# Trade for Good.

Established in 2020, Trade for Good became the first-ever ASX Trading platform built from the ground up to have a social impact.

Trade for Good provides tailored solutions for **Institutional, Wealth Management and Retail** markets.



\* 50% is donated after deducting clearing and ASX execution and clearing costs

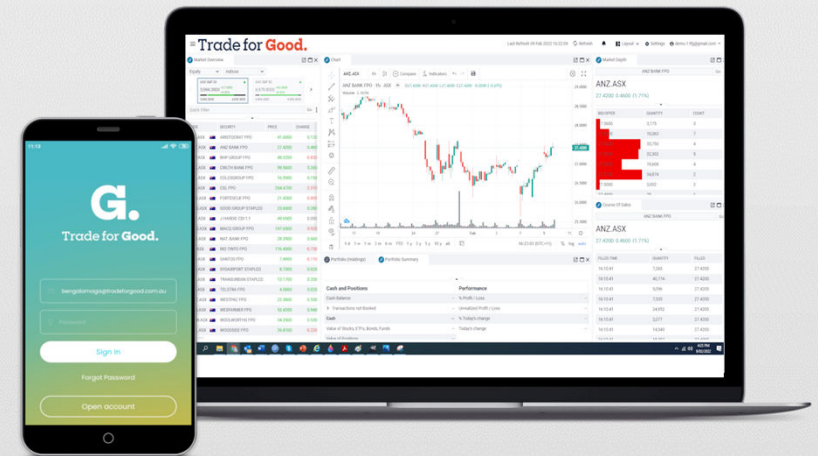
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# Retail offering

We offer an online sign-up, easy funding and an award-winning Trade for Good branded free mobile and desktop app

## Functionality

- Fully integrated trading and portfolio
- Free for all clients
- Online account application
- Competitive pricing
- Available on Apple and Google



# How we **compare** - traditional brokers

Trade for  
**Good.**



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Trade Size

\$5,000

**\$9.45**

\$19.95

\$14.95

\$10.00

\$15.00

\$15,000

**\$15.00**

\$19.95

\$19.95

\$10.00

\$25.00

\$20,000

**\$19.80**

\$29.95

\$19.95

\$20.00

\$25.00

\$50,000

**\$49.95**

\$60.00

\$55.00

\$50.00

\$50.00

Provides  
ESG Trading



# Wealth management offering

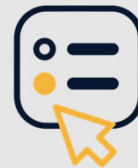
We supply trading tools and services for Advisors, Wealth Managers and Financial Planners to make it easy for them to engage with their clients and successfully build wealth



All client sponsored HINs and cash held in segregated CMT



Bulk & Suspense account trading



ASX trading (international soon) for advisors and retail clients

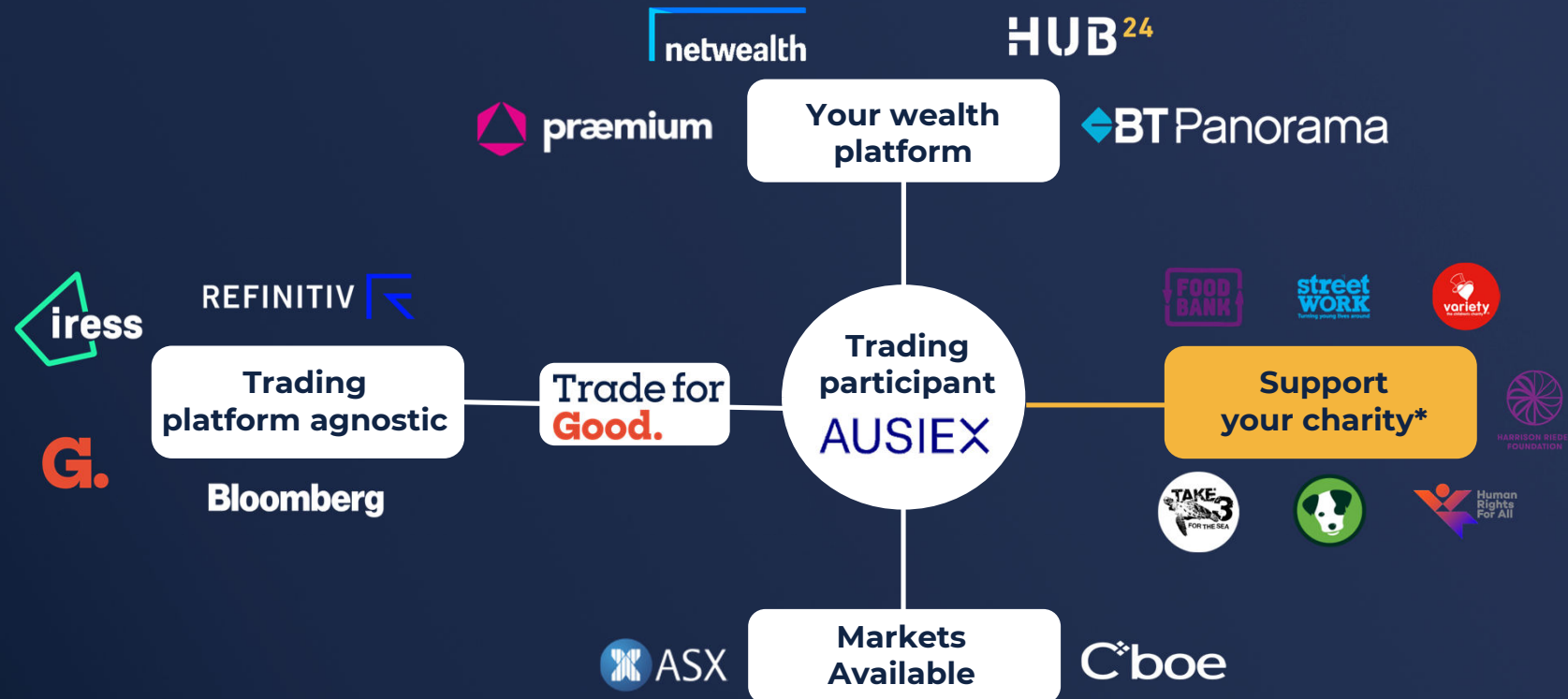


Established and partnered with 14 charities, trading and donating for 24 months+



# Wealth integration

We help you facilitate the trade, integrate with your Wealth Platform and make sure your brokerage goes to your charity of choice



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\* Choose from our 14 available charities

# Institutional Service offering

We provide a trading service that will facilitate and promote your social impact

## Promotion

- Promotion across all social media and traditional channels
- Easy to demonstrate brokerage = change/good

## Trading desk

- Experienced trading desk to work your orders
- No conflicted in-house institutional business
- Data feeds and institutional order routing
- Access to a full range of Algo's

## Flexibility

- Bulk/suspense account trading
- DVP custody settlement
- Short selling and finance



# Counterparty support

**AUSIEX**, our chosen partner for our execution and clearing.

With over 25 years of experience in the local market and the backing of Nomura Research Institute Ltd (NRI), a multinational trading technology powerhouse (Market Cap USD16b), Ausiex combines deep expertise with a strong balance sheet to deliver us a complete institutional grade solution.

## Connecting clients to markets



Over 500,000  
direct customers



Over 4,500 advisers  
from more than  
850 advice firms



4 of Australia's  
top 10 wealth  
platforms



620,000  
individual  
HINs

## Trusted technology at scale



Over \$65bn in  
Funds Under  
Administration



\$50bn in Traded  
Value (FY 22)



2.5m Trades (FY 22)



Australia's  
leading advised  
ETF broker\*

## Existing retail Presence



AUSIEX have provided the end-to-end white-labelled trading and execution for the Westpac Trading for over 20 years

Supporting thousands retail trading clients.

Also providing call centre support

[www.tradeforgood.com.au](http://www.tradeforgood.com.au)



# Bringing our brand into focus

Our mission is to provide clarity on how Trade for Good works and how trading with us raises funds for our partner charities.

The result was our first TV and Social Media commercial ...click below

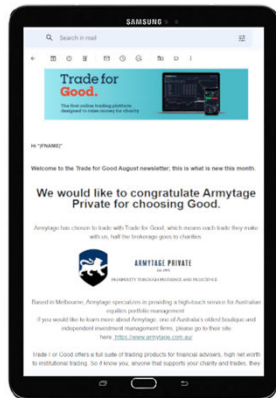


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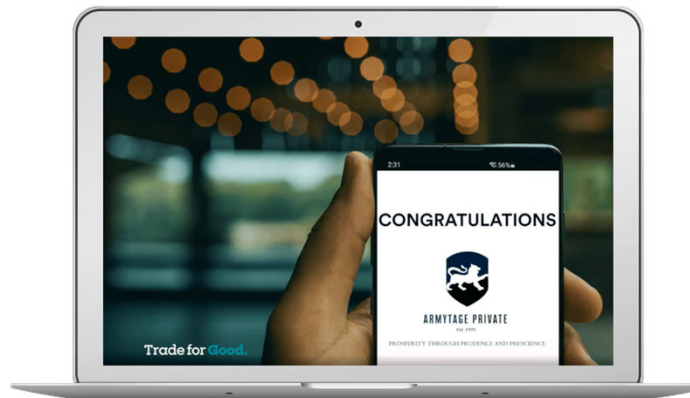
# Supporting your **good deeds**

Helping others and performing good deeds catches on, and that's why it's important we tell the world the social impact you are having



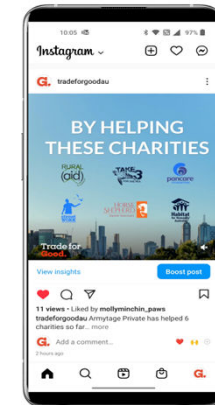
## Introduce

our partnership and the services you offer to our client database



## Recognition

of your first trade promoted on all social media platforms



## On Going

promotion of your actions and who you are supporting, including tagging charities

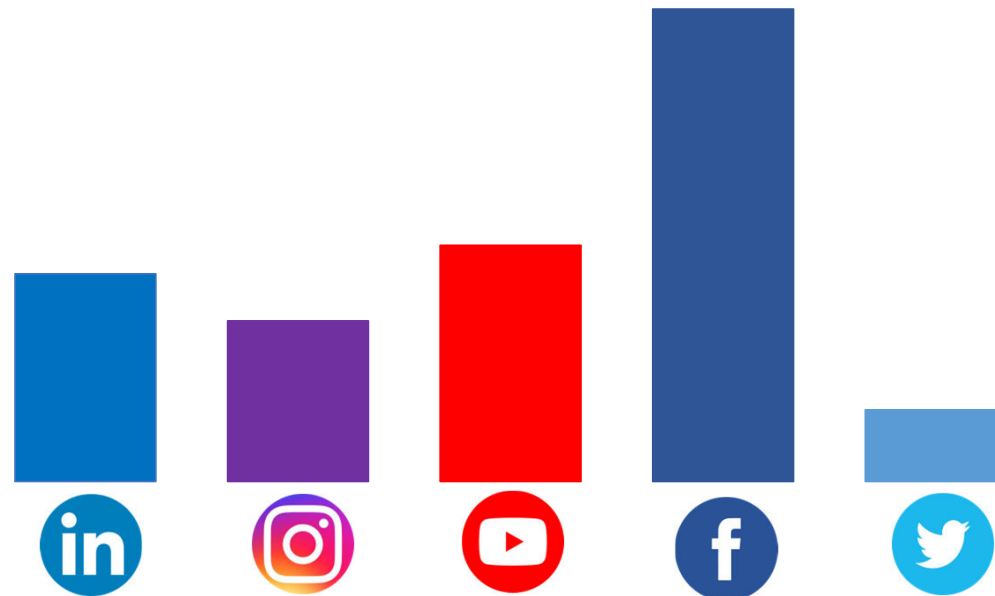
# Promoting your **good deeds**

We create and share with our social media network, the social impact you are having, including a 11.82% engagement rate



Numbers based on the last 12 months

**297k** **85.8k** **393k** **1.6M** **18.1k**  
post impressions post impressions video views page impressions post impressions



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# How your trading will have an **impact** !

Even small trades can have a big impact when you consider our partners can.....



Educate a child for  
**\$4.50** on the dangers  
of plastics in our  
ocean



Plant an Australian native  
for **\$4.00** for reforestation  
and carbon offset



Create and share a  
meal for **\$0.50** for  
struggling families



# Charity partners



## David Small CEO Variety Australia

Equity is not just about the value of shares, it is also the quality of being fair, inclusive and impartial. Trade for Good has partnered with Variety – the Children's Charity to deliver equity to Australian children who live with a disability, disadvantage or serious illness in a simple and sustainable way. On behalf of the children whose lives you will change forever, thank you for "trading for good."

## Doug Hawkins CEO Pancare Foundation

Pancare are proud to partner with Trade For Good. Alistair and Benjamin have a close connection to the cause and are passionate about supporting the work of the Foundation. They have created an innovative social impact business in the brokerage space that will help Pancare to improve, extend and save lives for Australians impacted by upper gastrointestinal (GI) cancer.



# Management

With a combined 50 years of experience in financial services and stockbroking, Ben and Alistair have turned their focus towards supporting communities and causes that make a positive difference.

## Alistair Warren

### Founder and CEO

Alistair brings over 37 years of expertise in the financial services and stockbroking sectors to the table. Throughout his distinguished career, he has held key positions at renowned Australian stockbroking firms such as McIntosh Securities and Merrill Lynch, showcasing his leadership and strategic acumen. Alistair's entrepreneurial spirit led him to establish D2MX, an ASX Market Participant recognised for providing wholesale broking execution and clearing services.



## Ben Galamaga

### Founder and COO

With over 20 years of experience in financial services and online trading, Ben serves as the Chief Operating Officer at Trade for Good, bringing a wealth of expertise in operational strategy, financial technology, and client-focused solutions. Ben's career has been defined by developing and optimising trading platforms that cater to both institutional and retail markets across Australia.





# Board



**Chairman**  
Craig Mason

Craig has over 37 years of experience in the finance industry; he has worked closely with ASX, ASIC and APRA. Craig has in-depth experience in custody, third-party trade execution and clearing associated services. Craig is currently the Executive Chairman of Complii FinTech Solutions Ltd, Craig has also been an active director of the Stockbrokers and Financial Advisers Association (SAFAA) and sat on the SAFAA Retail Broker Advisory Committee.



**Director**  
Peter Deans

Peter is a former Chief Risk Officer and had a banking and finance career of over 32 years. Peter was most recently the Group Chief Risk Officer of the Bank of Queensland. Peter now runs 52 Risk, a risk and strategy consulting business. Australian Banking & Finance magazine awarded Peter, Chief Risk Officer 2014, 2015, 2016 and 2018.



**Director**  
Peter Oxlade

Peter Oxlade is a Senior Executive with more than 40 years experience in financial markets, in derivatives and leveraged products. He gained his initial experience working in stockbroking and foreign exchange broking before moving into senior management roles. He has established retail and institutional business units for several global financial companies and helped pioneer CFDs in Australia and the Asia Pacific.



**Director**  
Alistair Warren

Alistair has spent his professional career in the financial services and stockbroking industries spanning over 37 years. Having spent much of his career at some of Australia's leading stockbroking firms including McIntosh Securities and Merrill Lynch in senior management roles. Alistair was the founder of D2MX an ASX Market Participant offering wholesale broking execution and clearing services.



**Director**  
Alison Sarich

Alison is the currently the Managing Director of ASX listed Company Complii FinTech Solutions (ASX.CFI). Alison has been instrumental in the commercialisation of Complii nationally. Alison has over 20 years' experience in the finance industry in Australia and the United Kingdom, in key roles and market segments. Alison has strong relationship management, extensive operations, including capital raising/corporate actions and compliance experience in the industry.

# Our legal **mandatories**

Trade for Good Pty Ltd ABN 41 643 105 999 (TFG) is required under the *Corporations Act 2001 (Cth)* to be licenced to provide its services. TFG is the Corporate Authorised Representative (AFS Rep No. 1282970) of [BR Securities Australia Pty Ltd](#) ABN 92 168 734 530.

TFG is not a participant of the Australian Stock Exchange (ASX) however our trading, clearing and settlement partner [Morrison Securities Pty Ltd](#) AFSL 241737 is. Morrison Securities is regulated by both the ASX and ASIC and will handle all of the day-to-day trading and the settlements. All client assets are broker sponsored in their own name.

TFG does not provide investment advice we are strictly non-advice execution only platform. This means the clients make their own decision on what and when to buy and sell their shares.





**Trade for  
Good.**

For Further Information

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