

Addup Markets Business Model

About the Company

Addup Markets Ltd. is an international CFD broker providing retail traders with access to global financial markets. The company is registered and regulated in the Republic of Mauritius, operating in full compliance with local laws and international financial compliance standards.

Our goal is to provide our clients with transparent, technologically advanced, and secure access to trading on global markets, with a high level of service and capital protection.

Products and Trading Conditions

Addup Markets offers CFD instruments on a wide range of assets:

- i) CFDs on Currency Pairs;
- ii) CFDs on Indices;
- iii) CFDs on Metals;
- iv) CFDs on Futures;
- v) CFDs on Commodities.

Trading is carried out through the MetaTrader 5 platform, which ensures stable order execution, flexible trading settings, and compatibility with mobile and desktop devices.

Business Model and Revenue Sources

Addup Markets operates on an agency (A-Book) model, transmitting client orders directly to liquidity providers without inherent conflicts of interest.

Revenue is generated from two transparent sources:

- Spread markup - a small premium to the market spread included in quotes;
- Inactivity fees, applied in accordance with the account servicing policy.

Addup Markets also offers partner programs (IB and affiliates) that encourage the development of a network of referred traders and reward partners for their clients' trading activity.

Regulation and Compliance

Addup Markets is regulated by the Financial Services Commission (FSC) of Mauritius, ensuring compliance with international standards of disclosure, risk management, and client protection.

The company implements strict KYC (Know Your Customer) and AML (Anti-Money Laundering) procedures, provides two-factor authentication (2FA), and encrypts client data. All client funds are held in segregated accounts, separate from the company's operating assets.

Reliability and Technology

Addup Markets strives for maximum transparency and uses only proven technological solutions:

- Connection to leading liquidity providers for stable trade execution;
- Modern encryption and data protection protocols;
- Periodic audits and internal compliance controls;
- Customer support and dedicated managers for clients and partners.

International Development

The company focuses on international retail traders, providing equal trading opportunities to clients worldwide. Plans include expanding its presence in key markets in Africa, Asia and Latin America, as well as developing partner networks and localized services.