



Best Investment Ideas, 2014

Alpari Investment Ideas

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Dear Clients,

We have totalled up the results of 2014 and would like to remind you of all that was done by the investment department for our Structured Products service.

Throughout the year we have been travelling to different cities to hold events, sharing our experience at international forums, conducting online seminars and club days, publishing articles in some of the largest media outlets: this was all in aid of developing the investment department's products and services.

At the very beginning of the year, the company launched a service that has no parallels in the industry: trading and investing using a Structured Product as secured funding. Simultaneous use of products with capital protection and more aggressive assets allowed for both the formation of trading strategies that were previously not possible and to increase potential returns. The service generated much popularity, so we can comfortably affirm that our clients have the opportunity to squeeze EVERYTHING from their investments.



Alpari Investment Ideas

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The global financial markets do not stand still, with the swift making of decisions on the modern financial market being one of the most significant factors for success. Through understanding this, the investment department developed and launched the free mobile app, Alpari Invest, at the beginning of the year. PAMM Accounts, Portfolios, Investment Funds and Structured Products can now all be found in your mobile device.

The Investments section of our website also became more user-friendly. Separate subsections with their own designs have been dedicated to the most popular materials. As part of these changes, a webpage for Investment Ideas was created.

Investment Ideas are an inseparable attribute to the company's Structured Products. Developed by analysts from our investment department, the ideas inform novice investors about the key tendencies on the financial market. Throughout the year, a significant number of Investment Ideas were formed, 15 of which were publicized and found their place in Alpari clients' portfolios. Below are some of the most interesting of these ideas.



EURUSD currency pair

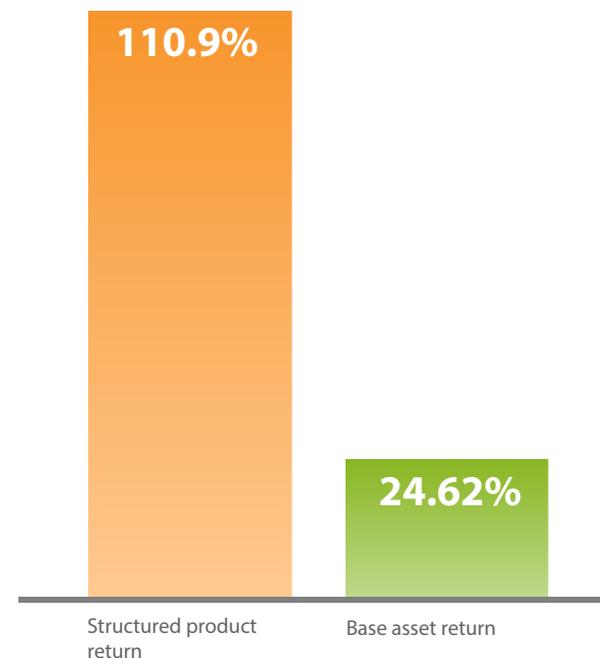
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Economic difficulties have cast a shadow over Europe since the liquidity crisis of 2008. It seemed the situation normalised in 2013, but 2014 did not turn out to be a year of growth. The quarterly GDP figures stood still, either adding tenths of a percent or falling once more. The economic problems were compounded by political ones. Due to the uneven economic situations for different countries, there was more and more talk that one or another country was set to leave the Eurozone.

Putting political disagreements aside, the key factor which placed the euro under pressure was the economic decisions made by the ECB. In particular: a reduction in the key interest rate, putting it at almost zero. Such action significantly lowered interest in the euro, thereby dragging the EURUSD currency pair to a minimum since 2010. Due to its high participant coefficient, this idea took pride of place, becoming the most popular of all of our Investment Ideas.



Base asset return in comparison with that of the Structured Product.*



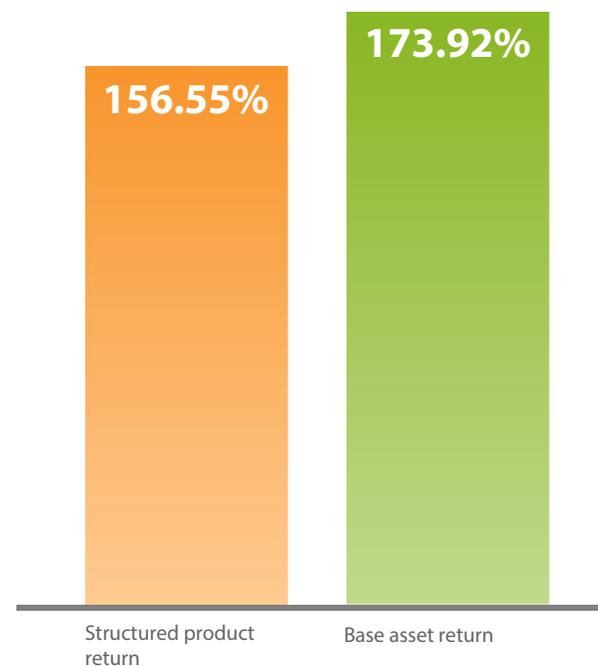
* Investment period: from 08/08/14 to 31/12/14.
Capital Protection coefficient: 95%.
Return as an annualised percentage, excluding commission.

According to a recent report from the World Bank, the fall in oil prices is down to a number of factors. The main factor, though, is an excess of supply coupled with falling demand. The OPEC states continue to keep their extraction quotas at the same levels and are not ready to sacrifice their market share to new competition. Furthermore, the fracking boom rocketed the US in amongst the biggest players in the oil market. The US' market share reached a third of OPEC output.

As a result, oil prices fell 50% in just six months.



Base asset return in comparison with that of the Structured Product.*



* Investment period: from 22/10/14 to 31/12/14.
Capital Protection coefficient: 95%.
Return as an annualised percentage, excluding commission.

Dollar index

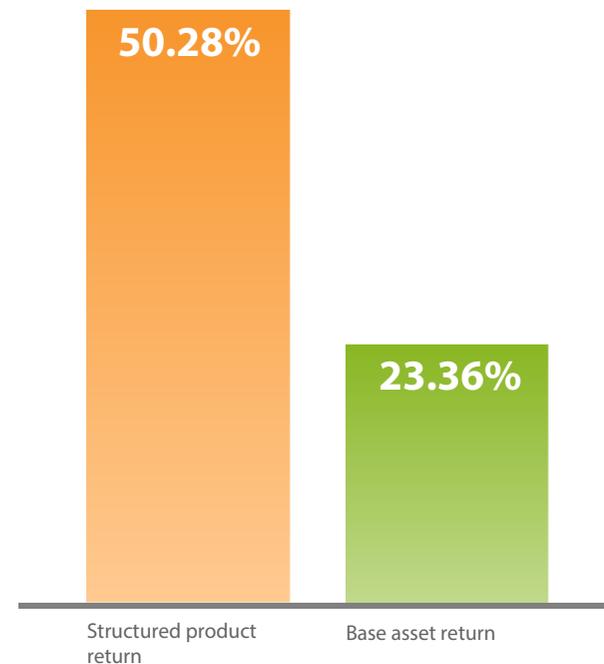
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America was the first of all developed nations to signal that its economy needed less and less support. Unprecedented measures of quantitative easing bore fruit and the macroeconomic indicators returned to their optimum levels. As a result, QE3 ended in autumn.

These measures led the market to assume that the US was soon to increase its interest rates. All other things being equal, when interest rates are at historical lows, lifting them will lead to the country's national currency rising (carry trade). The saying, "sell the rumour, buy the facts," in this situation led to the dollar rising fast, convincing everyone that it is the best investment around.



Base asset return in comparison with that of the Structured Product.*



* Investment period: from 05/09/14 to 31/12/14.
Capital Protection coefficient: 95%.
Return as an annualised percentage, excluding commission.

S&P 500 index

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Over the course of the year, investor cash throughout the world was rushing for the US economy. Net cash flow into US funds stood at around \$200 billion, \$140 billion of which went exclusively into stock market funds.

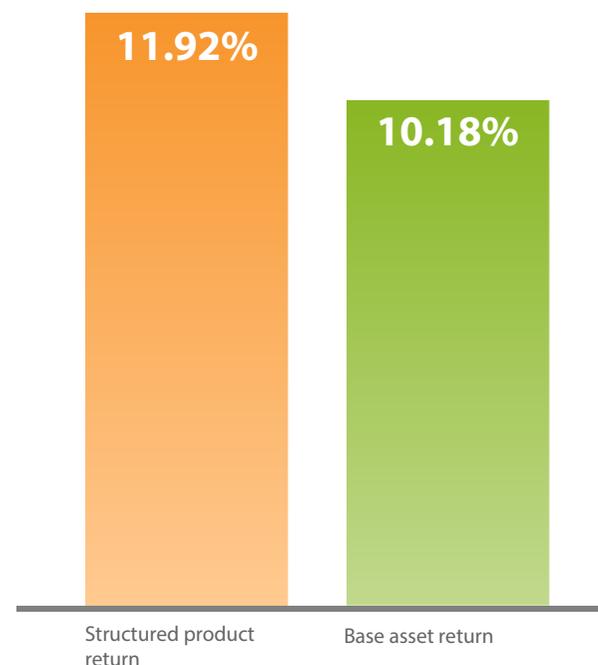
This was all because internal and external investors understood fully the rules of the game. The central bank was keeping the interest rates low, whilst simultaneously stimulating the economy with new money. Cheap money convinced companies to take credit and invest the capital. Business began to expand and company profits and share prices rose, thereby increasing investor wealth.

All of these factors put together led the dollar index to reach new, unforeseen heights.

**STANDARD
& POOR'S
500**



Base asset return in comparison with that of the Structured Product.*



* Investment period: from 17/06/14 to 31/12/14.
Capital Protection coefficient: 95%.
Return as an annualised percentage, excluding commission.

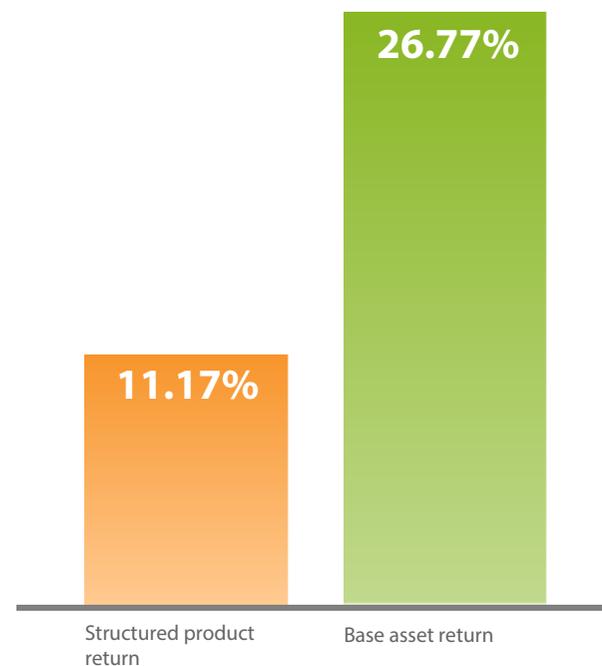
Apple shares

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The world's most famous manufacturer of mobile devices again takes a place of honour in our rating. You have to have been hiding under a rock to not know of Apple. The company's device users have an unwavering loyalty to the company, with each new product causing an energetic outpour from the gadget community. No matter how much criticism Apple does or doesn't receive, the colossal sales figures speak for themselves. In September, the company showed off its soon-to-be new additions to its product line. Even with the release only building up, the company share price began to rise, strengthening growth into the future and breaking records once more. The split that took place also aided the shares to rise, having increased the amount stocks on offer.



Base asset return in comparison with that of the Structured Product.*



* Investment period: from 20/08/14 to 31/12/14.
Capital Protection coefficient: 95%.
Return as an annualised percentage, excluding commission.

Contact Alpari

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