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## FOREWORD

Dear Trader/Investor,

Welcome to the Ultimate Guide to Trading! Today, you will discover the exciting and enriching world of binary options trading, presented by world leading online broker. Within the past few years, binary option trading has taken the world by surprise and is now the fastest growing investment vehicle in the Capital market Industry.

Learning to trade is simple and requires no previous experience in the capital market or any extensive know-how in the financial industry. With a little effort and our immense support, you shall be able to learn the ins and outs of trading and realise huge returns on your investment. To start with, you will get an overview of binary options and its benefits. You will also learn how to execute trades on the BigOption platform. The ultimate guide to trading will forge you to start investing in binary options and help you to learn basic strategies to be able to use the trading tools to their optimum levels.

BigOption is committed to provide traders with a reliable and state-of-the art trading platform. Our dedicated team has made all necessary efforts to ensure that you are geared in the right direction while trading binary options.

Wishing you an enriching trading experience!

### What Are Binary Options?

Binary Options, available since 2008 (also known as digital options) are becoming more and more popular. Classic Binary options are easy and simple to understand and trade, no matter if you are a novice or an expert trader.

Binary Options can be traded on a wide variety of assets including commodities, stocks, currencies and indices.

Binary options' trading is as simple as a prediction on which way the price of a stock, commodity, index or currency will move by a designated expiration time. When your prediction is correct, you profit!



### Why Trade Binary Options?

The market is full of great investment opportunities and trading binary options is the perfect investment tool to utilize to be able to grasp those opportunities and make money.

#### Predetermined Risk

The trader knows beforehand the amount of money that can be lost during a trade transaction.



#### High return on investment

Traders can generate high returns, up to 500%, when trading binary options.



#### No Hidden Costs

No fees  
No commissions  
No spreads



#### Trade anytime and anywhere

As the market is open 24/7, traders do not have time constraints when trading binary options. All that is needed is an internet connection.



#### No prior knowledge required

Binary options' trading is simple and easy. Binary options' trading is as simple as a prediction on which way the price of the asset will move.



### Why invest with BigOption?

Launched by a conglomeration of online financial service experts, BigOption emerges as a top-notch binary option trading platform. Our mission is to provide the adequate tools and the right platform for anyone, regardless of any financial know-how, to become a successful binary options trader. We continuously strive for excellence by providing updates and other features to our highly esteemed customers.

#### BigOption Technology:



The trading platform itself is regulated by CySec to provide traders with a 100% secure platform and confidence when trading. The technology behind the BigOption platform is state of the art and up to date making the BigOption platform professional, user friendly and efficient. BigOption constantly provides traders with new and exciting features.

#### BigOption Security:



BigOption takes all the necessary precautions to make sure that traders' funds are safe and secure. BigOption uses the well-known SSL security system that encrypts all credit card payments over the internet. In addition, all client funds are kept safely and securely in segregated accounts.

#### Unique features and tools:



BigOption offers traders a wide array of assets; Forex, stocks commodities and indices. BigOption offers clients a range of trading tools suitable to every trader level; Binary Options Classic, Long Term, Pairs, One Touch, 30 Seconds, 60 Seconds, 120 Seconds and ladder, all available for trading during market trading hours.

#### Web Based Platform:



The BigOption platform is 100% web based and therefore no download is required. Trade, anytime and from anywhere.

#### Customer Service and Support:



BigOption offers 3 ways of communication; Live Chat, email and phone support. BigOption has a team of dedicated account managers who are available round the clock to support and teach clients the ins and outs of binary option trading. BigOption also have a team of expert analysts who provide daily reviews of the market, to help traders make the most educated trades.

#### Deposit and Withdraw:



BigOption offers a wide range of convenient, secure and reliable deposit methods which enable you to transfer funds to your account in a number of currencies and with total ease. Withdrawing with BigOption is quick, simple and easy. Simply chose the amount and the return on your investments will reach you securely and within a short time period.

\*For premium VIP accounts withdrawals are free of charge and withdrawal requests are processed on the same day.

#### BigOption Academy



At BigOption knowledge is power and the more you know, the more successful your trades will be and your return of investment will grow. BigOption has put together a package of education tools to help you learn the ins and outs of binary option trading including a 1-on-1 training session with an expert trader (premium accounts).

1. Click on the “Open Account” tab on the top main menu



2. Complete the registration form to make sure all mandatory fields have been filled in. Accept the Terms and Conditions and submit the form.

Your login details will be sent to your email as well can be seen on the next screen after opening an account (once).

A screenshot of the Big Option registration form. The form is titled 'REGISTRATION' and has three tabs: 'REGISTRATION', 'VERIFICATION', and 'DEPOSIT'. The form fields include: First Name, Last Name, Email, Country (United Kingdom), Phone (44 Code, Phone Number), Password, Repeat Password, Currency (Euro), and a CAPTCHA field with the characters '196408'. There is a checkbox for 'Please accept our Terms of use' and an 'APPLY' button at the bottom.

3. Select a payment method, the currency that you want to use and the amount you will deposit. Fund your account using the abovementioned method. BigOption offers a wide range of payment methods including:

- Credit cards

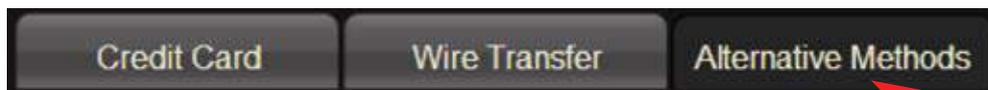
The screenshot shows a web form for adding a credit card. At the top, there are three tabs: 'Credit Card', 'Wire Transfer', and 'Alternative Methods'. Below the tabs are logos for VISA, MasterCard, and American Express. The form is titled 'Credit Card' and has a dropdown menu for 'Select Credit Card Or Add New One' with 'Add new card' selected. A red arrow points to this dropdown, and a red box highlights it with the text 'Chose existing card or add a new one.' To the right of the dropdown is a red 'Delete Card' button. Below this is an 'Amount' field with '250' entered. The 'Card Information' section includes: 'Credit Card Type' (Maestro), 'Credit Card Number' (empty), 'CVV' (empty), 'Expiration Date' (01/2013), 'Country' (United Kingdom), and 'State' (London). The 'CREDIT CARD HOLDER INFO' section includes: 'First Name', 'Last Name', 'Address', 'City', 'Postal Code', and 'Phone' (all empty). At the bottom is a yellow 'APPLY' button. Below the button, there is a disclaimer: 'Your Credit Card Will Be Debited With The Descriptor BigOption +442.030.518.895 We recommend that you print your payment details'.

- \* For your convenience, once you have funded your account your credit card is securely saved for future use. If you prefer for your card not to be saved, you may delete your card using the delete card button (see above screenshot). If you need any help or have any questions please don't hesitate to contact your dedicated account manager or BigOption support at [support@bigoption.com](mailto:support@bigoption.com)

- Wire transfer

**In order to fund your account using wire transfer please contact your dedicated account manager or contact BigOption support at [support@bigoption.com](mailto:support@bigoption.com)**

- eWallets



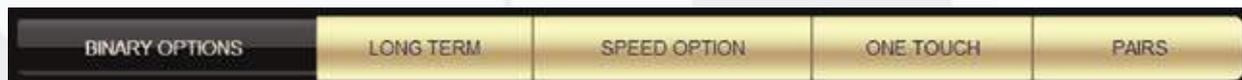
Under alternative methods tab, deposit methods according to your registration country are shown. If you do not see your preferred payment method on the list, please contact your dedicated account manager or BigOption support at [support@bigoption.com](mailto:support@bigoption.com)

**4. After funding your account, please click on the “Trade Now” tab on the top main menu.**



At this point, you have to select your preferred trading option;

- Classic binary options
- Long term
- Speed Option
- One Touch
- Pairs
- Ladder



### 5. Choose your asset:

Choose the asset that you want to trade on by clicking on the dropdown menu. BigOption offers a wide range of commodities, stocks, currencies and indices.



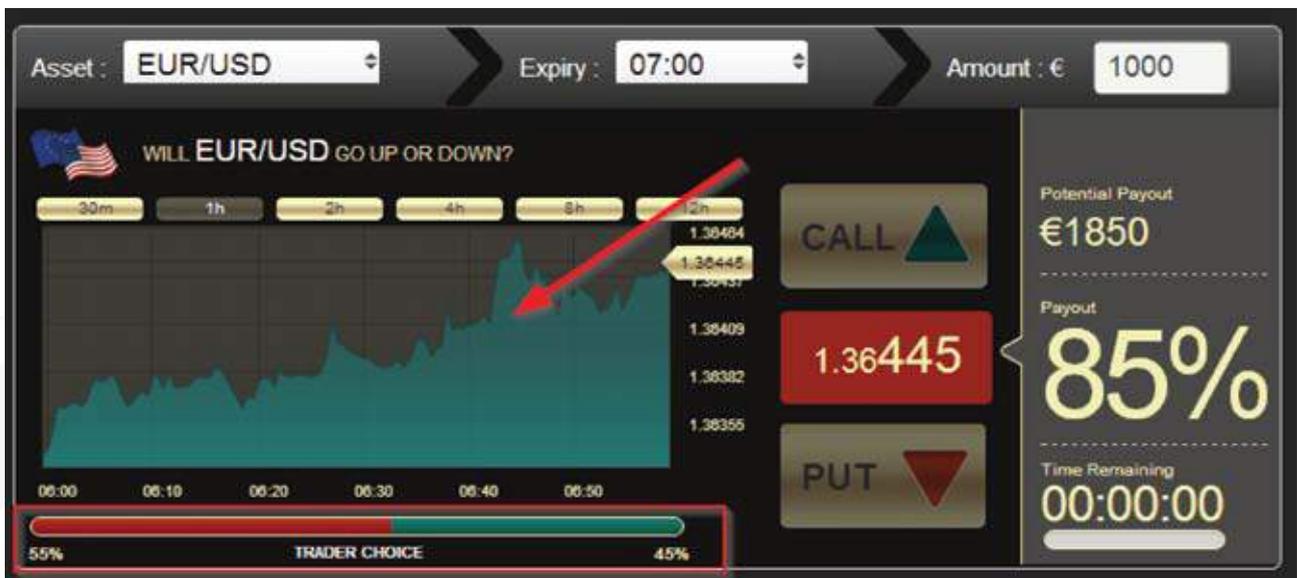
### 6. Choose the direction, expiry and investment amount:

- Click “Call” if you believe that the asset will expire above the current price or  
Click “Put” if you believe that the asset will expire below the current price.
- Choose the expiry time that best suits your market expectations from the expiry drop down menu.
- Enter your Investment amount and click “Apply”
- On the right hand side, you will see the payout according to the amount you invested
- Once the expiry time is reached your trading account will be automatically credited with your profit.
- Change the trading platform view and trade multiple assets simultaneously.



### 7. Live Graph and Traders' Choice Bar

- The live graph indicates the current price movement and is a useful tool for making the right decision to whether execute a “CALL” or “PUT” option.
- The traders' choice bar indicates the direction that other traders are opting for on the same asset. It is similar to the traders' sentiment regarding the asset.



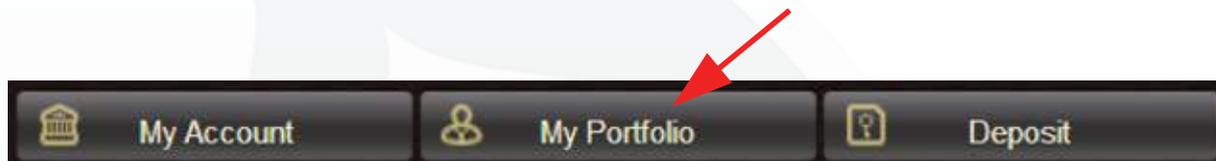
### 8. Tracking open positions

**There are two ways to track your open positions;**

A. Either you use the “Open Positions” box at the bottom of the page or;

OPEN POSITIONS											EXPIRED POSITIONS					
Binary Options										Long Term		Speed Option	One Touch	Pairs	Total Estimated Profits	
															\$180	
Id	Asset	Strike Rate	Current Rate	Call/Put	Start Time	Expiry Time	Investment	Payout	Chart	Sell	Double Up	Rollover				
19457		102.167	102.168	Call	07.02.14 07:51 am	07.02.14 08:00 am	\$100	\$180								
19456		1.35881	1.35872	Call	07.02.14 07:51 am	07.02.14 08:00 am	\$25	\$0								

B. Click on “My Portfolio”, situated above the top main menu. This feature allows you to view all information regarding your open positions, investment amount, asset, execution date, rate, type, expiry date, expiry rate and pay-out.



### 9. DOUBLE UP – ROLLOVER – SELL

BigOption gives you the opportunity to MAXIMIZE your profits or minimize your losses even after a trade has been made with the exclusive Double Up, Rollover and Sell features.





### • DOUBLE UP

Double Up gives you the opportunity to "do it again" by creating a new trade with the same conditions, for the current asset price. When a trade appears to be going your way BigOption wants you to have every opportunity to get the most from your trading. Increase your investment on a potential "in-the-money" trade and double your profits!

Double Up Benefits:

- Increase the investment on open positions
- DOUBLE your profit at expiry
- Capitalize immediately on your strong position



### • ROLLOVER

Rollover lets you postpone the expiry time of an option, giving the position an opportunity to turn itself around in the direction you chose.

This powerful stop loss strategy can be activated with a single click of a button and is an excellent tool for when it appears that your prediction will be incorrect. Rollover gives you a second chance to get it right and still close in the money.

- Postpone the expiry - more time to turn your trade around!
- Earn 30% higher return on an in-the-money trade for an additional 30% investment.
- Rollover is available up to 10 minutes before expiry time

**\*Rollover can be performed once per open position**



### • SELL OPTION

Want to secure your profits or cut your losses without waiting for the expiry time? The Sell Option lets you sell your position at the platform's given price.

If you're not sure if your trade will end in or out of the money and want to secure a portion of your investment, click on the Sell Option.

Perhaps it looks as if your asset is trending in the wrong direction and does not appear likely to rebound by the expiry. Recoup a slice of your investment and live to trade another day without losing the full value.

The Sell Option is like your very own parachute where you control when it's time to pull the chord and safely retain a share of profit by selling back the option at the platform's listed price.

### Ladder Option

It might seem difficult at first sight but the ladder option is a very straight forward option and it enables you to earn multiple levels of revenue.

It will give the trader a price closer to his early position, based on a statistical matrix which calculates the following.

- Option trading rules
- Expiry time
- Market fluctuations
- Target price

**Below are the different steps to master the Ladder Option.**

1. First step, select Ladder option on the trading platform.



2. The second step is to choose an expiry time as shown in the diagram.



3. Select the amount you want to invest in the space provided. The example below shows that the amount is 250 dollars.



4. The next step is to choose a strike price on which the trader will opt for “Above” or “Below”.

Lets say that the trader chose a price of 1.37943 at an expiry time 12:00. The ladder option will show different prices on the the platform on which the trader will get different payouts. Note that all the differrent prices shown on the ladder are at equal intervals as shown by the red and blue arrows on the platform.



5. The diagram below shows where the payment section is on the platform. The trader will find the respective payout which can amount to 1500% sometimes.

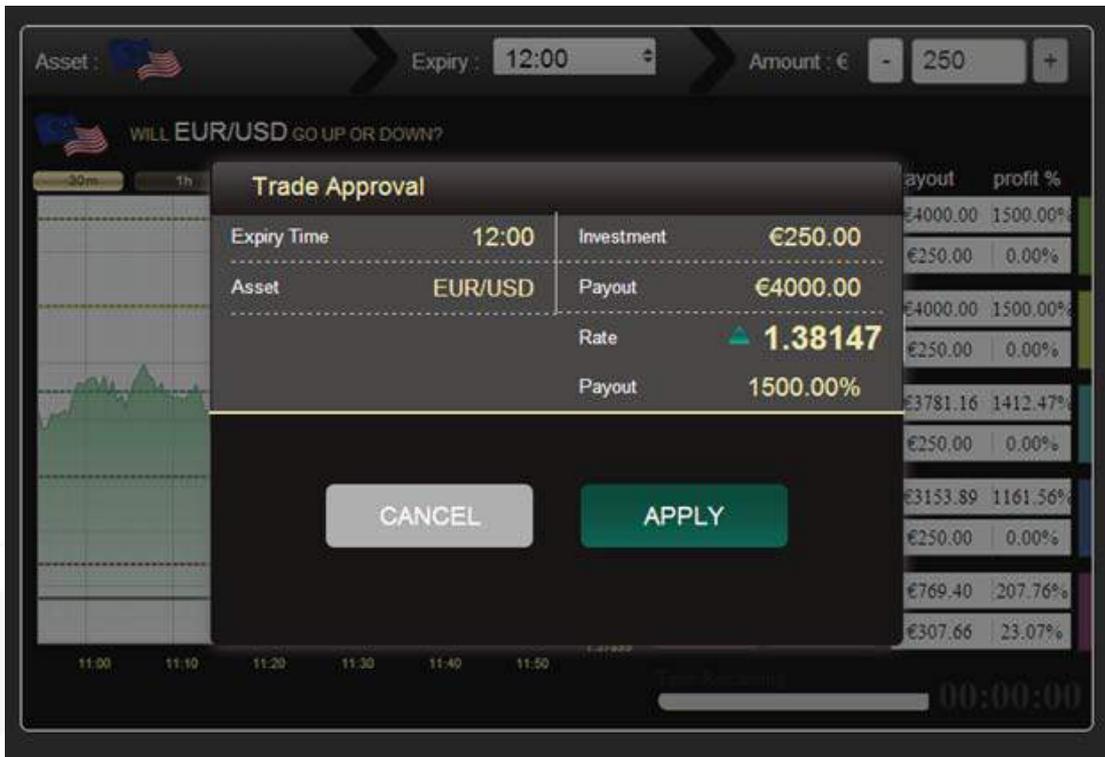


6. The trader should select a goal price, that is whether the price will go “Above” or “below”. He will have the option to chose among five different price levels.



Depending on the actual market trends(the price may rise or fall accordingly).

7. Once you have set the above or below icons, click on Apply to continue with your investment or Cancel to return to the main guide in case you do not want to proceed further. The example shown below demonstrates, how much the trader invested and the payout percentage.



8. The different investments at different levels will be shown, at the very bottom of the trading platform as show in the diagram.

OPEN POSITIONS		EXPIRED POSITIONS									
Binary Options		Long Term		Speed Option		One Touch		LDO		Pairs	
id	Asset	Rate	Current Rate	Call/Put	Start Time	Expiry Time	Investment	Payout	Payout	Chart	Sell
193	EUR/USD	1.37921	1.38045	Call	15.04.14 11:26	15.04.14 12:00	€250.00	0.00%	€250.00		
192	EUR/USD	1.37971	1.38045	Call	15.04.14 11:25	15.04.14 12:00	€250.00	0.00%	€250.00		
191	EUR/USD	1.38021	1.38045	Put	15.04.14 11:25	15.04.14 12:00	€250.00	144.89%	€0.00		
190	EUR/USD	1.38072	1.38045	Put	15.04.14 11:25	15.04.14 12:00	€250.00	21.88%	€302.50		

The ladder Option is relatively new compared to previous trading types. Its major advantage is that it allows traders to make profits faster without risking too much. If you want to know more on the Ladder Option, please talk to our account managers.

**BigOption wishes you a successful trading experience.**

### ABOUT US

BigOption is a world leading binary options broker, offering its services to traders all around the world, irrespective of their experience. Founded by a conglomerate of financial experts, BigOption aims at becoming the best broker in the industry. On top of its world-class and highly secured platform, BigOption also has a team of dedicated financial experts, ready to help traders achieve success in trading online.



### BASIC TERMS

**Asset:**

Binary options trading revolve around assets. An asset can be a stock, an index, a commodity or a currency pair.

**At the Money:**

An option expires at the money when the strike price and the expiry price are the same

**Call Option:**

A call option occurs when traders speculate that the asset price will go higher than its purchase price at expiration.

