KEY INFORMATION DOCUMENT
CFD ON AN EQUITY

Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Product

Contracts for difference on an equity (or share) are offered **by Axi Financial Services (UK) Ltd** ("Axi", "we", "our" or "us"), registered in England and Wales, under company number 06050593. Axi Financial Services (UK) Ltd is authorised and regulated by the Financial Conduct Authority in the United Kingdom, with Firm Reference Number 466201. Our website is www.axi.com/uk

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You are about to purchase a product that is not simple and may be difficult to understand.

What is this product?

Type

This document relates to products known as contracts for difference which are more commonly referred to as **CFDs**. A CFD is a leveraged contract that an investor enters into with Axi on a bilateral basis and which allows speculation on rising or falling prices in an underlying equity (or share). A CFD on an equity is where the underlying investment option that you choose is a share such as Apple Inc, Tesco plc or Vodafone Group Plc.

An investor can buy the CFD (or 'go long') if they think the value of the equity will rise or sell the CFD (or 'go short') if they believe the value of the equity will fall. The price of the CFD is derived from the price of the underlying equity. If an investor is long a Vodafone CFD and the price of the underlying equity rises, the value of the CFD will increase and at the end of the contract we will pay the difference between the closing value of the contract and the opening value of the contract. Conversely, if an investor is long a Vodafone CFD and the price of the underlying equity falls, the value of the CFD will decrease and at the end of the contract they will pay us the difference between the closing value of the contract and the opening vale of the contract. An equity CFD does not have a pre-defined maturity date and is therefore open-ended.

Objectives

The objective of the CFD is to allow an investor to gain leveraged exposure to the price movement in the underlying equity. To open a position an investor is required to deposit a portion of the total value of the contract and this is referred to as the margin requirement. Trading on margin can enhance any losses or gains made.

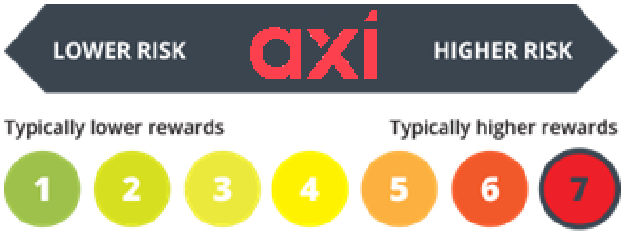
For example, if an investor buys 1 equity CFD with an initial margin amount of 20% (or 5 to 1) and an underlying equity price of 100, the initial investment will be $20 (20%*100). However, the notional value of the contract is $100 which shows the effect of leverage. Each 1 point change in the price of the underlying index results in the value of the CFD changing by $1. If the investor is long and the market increases in value, a $1 profit will be made for every 1 point increase in that market. If the market decreases in value however, a $1 loss will be incurred for each point the market decreases. Conversely, if an investor holds a short position, a profit is made in line with any decrease in that market, and a loss for any increases in the market.

A negative price movement may lead to an increased margin balance and the requirement to add more funds. If an investor does not have sufficient funds in his account the CFD may be automatically closed ('liquidated').

Intended Retail Investor

CFDs are high risk products and therefore not appropriate for everyone. They are intended for investors who have experience with, or knowledge of, the financial markets and specifically the risks associated with trading leveraged products. They will likely be risk orientated and be trading with money they can afford to lose. Finally, they will normally be looking to gain short term exposures to these financial instruments and markets.

What are the risks and what could I get in return?
Risk Indicator



The summary risk indicator is a guide to the level of risk of these products compared to other products. It shows how likely it is that the product will lose money because of movements in the markets.

We have classified these products 7 out of 7, which is the highest risk class. This rates the potential losses from future performance at a very high level.

⚠ There is no recommended minimum holding period for this product. The risk indicator assumes that you may not be able to close your CFD at the price you want due to market volatility or you have to close your CFD at a price that significantly impacts how much you get back.

Be aware of currency risk. You can trade CFDs that are denominated in a different currency, so the final return you will get depends on the exchange rate between the two currencies. This risk is not considered in the indicator shown above.

In some circumstances you may be required to make further payments to pay for losses. In some circumstances, for example if you do not maintain the minimum margin that is required, your CFD will be liquidated (closed) automatically by us.

This product does not include any protection from future market performance so you could lose some or all of your investment. If, in the unlikely event, we are not able to pay you what is owed, you could lose your entire investment. However, you may benefit from a consumer protection scheme (see the section "what happens if we are unable to pay you"). The indicator shown above does not consider this protection.

Performance Scenarios

The scenarios shown below illustrate how your investment could perform. You can compare them with the scenarios of other products. The scenarios presented are an estimate of future performance based on evidence from the past on how the value of this investment varies, and are not an exact indicator. What you get will vary depending on how the market performs and how long you keep the investment/product. The stress scenario shows what you might get back in extreme market circumstances, and it does not take into account the unlikely situation where we are not able to pay you.

The following assumptions have been made to complete the scenarios in Table 1:

APPLE	
Opening price	181.89
Trade size ($ per point)	100
Margin %	20%
Margin Requirement ($)	3,637.80
Notional Value ($)	18,189

Table 1

LONG Performance scenario	Closing price (inc spread)	Price change	Profit/loss	SHORT Performance scenario	Closing price (inc spread)	Price change	Profit/loss
Favourable	184.62	1.50%	**$272.84**	**Favourable**	179.16	-1.50%	**$292.84**
Moderate	182.80	0.50%	**$90.94**	**Moderate**	180.98	-0.50%	**$90.94**
Unfavourable	179.16	-1.50%	**-$272.84**	**Unfavourable**	184.62	1.50%	**-$272.84**
Stress	172.80	-5.00%	**-$909..45**	**Stress**	190.98	5.00%	**-$909.45**

The figures shown include all the costs of the product itself. The figures do not take into account your personal tax situation, which may also affect how much you get back.

What happens if Axi Financial Services (UK) Ltd is unable to pay out?

We segregate your money from our own funds in accordance with the UK FCA's Client Asset rules. However, in the unlikely event we are unable to meet our financial obligations to you, you may lose the value of your investment. Your investment is covered by the UK's Financial Services Compensation Scheme (FSCS) which covers eligible investments up to £85,000 per person, per firm. See www.fscs.org.uk for further information.

What are the costs?

The table shows the different types of costs involved when you trade a CFD on an equity:

One off costs	**Spread**	The spread is the difference between the buy (ask) price and the sell (bid) price. For example, if the instrument is trading at mid-price of 24750, our ask price (the price at which you can buy) might be 24752 and our bid price (the price at which you can sell) might be 24748. The full cost of the spread is realised each time you open and close a trade.
	Commission	We charge commissions on equity CFDs; For UK and European shares this is a percentage of the transaction value and for US shares it is a 'cents per share' charge. We also have a minimum commission charge.
Ongoing fees	**Financing fees**	Financing fees are charged on any open equity positions held overnight. They will be credited or debited (as applicable) to your account at the close of the day. Finance rates reflect the carry cost of our liquidity sources and are charged at the underlying interbank rate +/- 3%. Charges are annualised and ripple finance charges are charged on a Friday to reflect the charge over the weekend.
	Dividend adjustments	Dividend adjustments payments are made in relation to equity CFDs. Short positions will be positively impacted by the drop in price, so you will be debited the dividend adjustment value. Long positions are negatively impacted so you are credited the dividend adjustment. Your account will be credited or debited as applicable.
Incidental costs	**Third party fees**	Where applicable, we may share a proportion of the spread with the third party that has introduced you.

How long should I hold it and can I take money out early?

CFDs are intended for short term trading and in some cases intraday; they are generally not suitable for long term investments. There is no recommended holding period for this product, no cancellation period and therefore no cancellation fees. You can open and close a CFD on an equity at any time during market hours.

How can I complain?

If you wish to make a complaint you should contact the Compliance department on +44 203 857 2080, by emailing compliance.uk@axi.com, or in writing to us at Axi Financial Services (UK) Ltd, 1st Floor, 1 Finsbury Market, London, EC2A 2BN.

If your issue is not resolved and/or you are not satisfied with our response you may refer your complaint to the Financial Ombudsman Service (FOS). See www.financial-ombudsman.org.uk for further information.

Other relevant information

Further information with regards to this product can be found on our website in our Product Schedule.

The "Legal Documentation" section on our website contains important information about your account. You should ensure you have read and understood all the terms of the Client Agreement.