

STAKE MARKETING CODE

WHAT IS THE SMC?

The SMC is a set of internal guiding principles to keep our partners informed and educated with the regulations around financial services advertising. This is not intended to constitute financial advice, nor is it intended to be a comprehensive review of the regulations and so we encourage you to always stay on top of the latest developments. You may even want to sign up to the latest media releases from the regulators at the end of this document.

WHY DO WE HAVE THE SMC?

As the financial content space begins to grow we want to make sure our partners are doing things the right way. The SMC is a set of principles to help you and us stay on the right side of the track.

STAKE MARKETING CODE PRINCIPLES

- We recommend that you adhere to the latest social media influencer and affiliate marketing guidelines [here](#) (AU), [here](#) (NZ) and [here](#) (UK). Stake values transparency, so we ask that you always clearly state that you are a paid affiliate of Stake when talking about us.
- Do not say or do anything that will, or is likely to, mislead or deceive your audience. Conduct is misleading if it leads, or is likely to lead, someone into error or to believe something that is false.
- Unless authorised under an Australian Financial Services licence to provide financial product advice in Australia, or licenced under the Financial Markets Conduct Act 2013 in New Zealand, we strongly recommend you;
 - Only give objective, factual information that is truthful and accurate.
 - Do not give or imply a recommendation or opinion about a financial product that may influence someone.
 - Take caution when talking about specific stocks and/or providing accounts of your own financial experiences. Avoid evaluating, assessing or comparing specific features of financial products.
 - Provide “This is not financial advice” disclaimers across all content and content channels.
 - Stay up to date with the latest guidelines on financial advice. Here are some useful starting points [here](#) (AU) and [here](#) (NZ).

Here's some examples of how we perceive financial advice:

THIS WOULD BE OK

“Stake has a free stock promotion when you sign up and fund your account using my link.”

“Rather than picking individual shares, on Stake you can put your money into an ETF that will give you exposure to a range of investments.”

“Shares can be purchased in companies of different industries, such as mining, financials, real estate and healthcare. This means risk can be spread across different sectors.”

“Governments are rolling out COVID-19 vaccines, so tourism companies and airlines could be good investments”

THIS WOULD LIKELY CROSS THE LINE

“Stake has a free stock promotion when you sign up and fund your account using my link, **so you should sign up and get an account today.**”

“Stake allows you to buy ETFs, they have \$0 brokerage, **so you should take your money to them**”

“Stake has a range of stocks on offer **that perform really well. I recommend moving your money to Stake** if you're young and have left over cash.”

“**Buy ABC campervan shares** now, the tourism boom is about to start.”

As always, this is just a guide and we encourage all content creators to understand financial advice regulations. Whenever in doubt you can contact the applicable regulator(s) in your jurisdiction. See some helpful links here:

Australia
New Zealand
United Kingdom
Brazil

[Australian Securities and Investments Commission \(ASIC\)](#)
[Financial Markets Authority \(FMA\)](#)
[Financial Conduct Authority \(FCA\)](#)
[Securities and Exchange Commission of Brazil \(CVM\)](#)