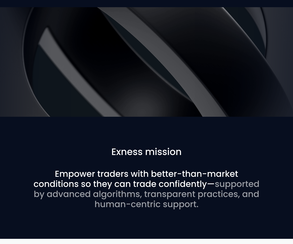
exness

Media Kit 2025



Exness mission

Empower traders with better-than-market conditions so they can trade confidently—supported by advanced algorithms, transparent practices, and human-centric support.

"As a team of financial engineers, we created an environment where traders can feel secure and empowered.

Petr Valov
Founder and CEO

Exness vision

In 2008, we set out to balance ethics and technology to reimagine what the ideal trading experience could be.

Today, as a leader in the CFD trading industry, servicing traders all over the world we know we're on the right path.

We built our proprietary trading features to offer something unique, something no other broker had ever attempted.

We were the first to offer traders instant withdrawals[1], stop out protection, and more. Features that give traders an edge.

Trading is just one part of the picture. We believe in building beneficial ecosystems where traders, partners, and employees can thrive. Making what once was deemed impossible, a reality

[1] At Exness, over 90% of withdrawals are processed automatically. Processing times may vary depending on the chosen payment method.

The Exness way

Our values drive innovation, inclusivity, and excellence in everything we do.

Bold thinkers

We have innovated, pushed boundaries, and challenged the status quo from day one. We follow a simple idea: if it doesn't exist, we create it. If it does exist, we improve it.

Client-first

We prioritize our clients, making sure all our innovations are influenced by our desire to give them the best trading experience possible.

Tech-driven experts

We are science-driven, using sophisticated models and data in decision-making. We keep our clients protected and offer them better-than-market conditions.

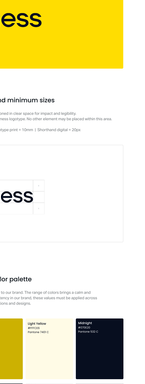
Built for reliability

We prioritize reliability in our platform, giving us a solid foundation for innovation and expansion. Advanced execution, and other client-centered benefits, make trading with Exness more dependable.

Trusted by traders all over the world

Our proprietary technology powers better-than market conditions elevating the trading experience, giving our clients the tools and confidence they need to thrive.

Our focus on product superiority is simple: help traders perform at their best—consistently.



The Exness logo

The Exness logotype is a key element of our brand identity. This is the primary logo.

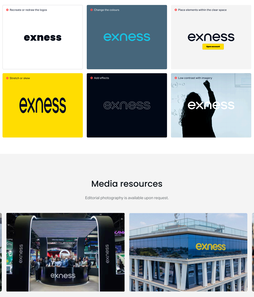
exness

Mathematical purity and balance

The letters use perfect circles. The 'e' shapes are more organic—balancing the mathematical 'x', 's', and 'n'. The central crossbar is centered exactly vertically, creating a rare and distinctive feature.

Logotype

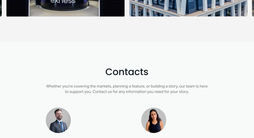
The Exness logotype is a key element of our brand identity and reflects our forward-thinking approach to the financial markets. Please adhere to our brand guidelines to represent the Exness brand with consistency and care.



Exclusion zones and minimum sizes

The Exness logotype should always be positioned in clear space for impact and legibility.
A clearance space equal to the height of 'e' applies around the Exness logotype. No other element may be placed within this area.

Minimum sizes: Logotype digital = 60px | Logotype print = 10mm | Shorthand digital = 20px

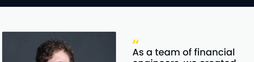


Primary color palette

Our primary palette brings recognition and familiarity to our brand. The range of colors brings a calm and reassuring presence to our branded material. For consistency in our brand, these values must be applied across all our communications and designs.

Colorways

The Exness logotype is available in a range of colorways designed to work across a multitude of applications.



Misuse of logotype

Our logos are a fixed asset so please ensure you always use supplied artwork and treat them with care. Do NOT:

Media resources

Editorial photography is available upon request.

Contacts

Whether you're covering the markets, planning a feature, or building a story, our team is here to support you. Contact us for any information you need for your story

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