

Dear Ira, Simon,

This is just a partial Hard Proof, one of many that we are collating against Etoro.

The more we research the more legal avoidance we uncover. Etoro may be a simple platform for “average joe” but nobody should be LIED TO, lied about vital facts, mislead, confused, and provided false information to sign up/register or in fact continue on the platform.

Re complaint/claim 5. MISREPRESENTATION, poor quality and lack of information, false advertising, untrue reviews (2, 3, 4, 5)

ETORO MISREPRESENTATION – LEGAL LIES to create illusion of safety and attract more users, making Etoro Services look regulated, where they are NOT!

It’s shocking that even in August 2020 Etoro kept misleading and misinforming users, stating false claims that they are FULLY REGULATED, on the main page of CRYPTO trading, just under heading “easier way to buy crypto” with “create account” button just under, so since fully regulated appears on web page dedicated to buying crypto currency it suggests that it’s a fully regulated service (and asset and whole process is fully regulated) and users don’t scroll to bottom of the page to read the tiny footprint, which actually says exactly the opposite, that crypto assets are unregulated.

There should have been at least an Asterix * or sign or caveat next to the Fully Regulated text, that it does not mean crypto, so in fact, crypto assets and buying/trading service are not regulated so should not be advertised as such.

It’s a tactical lie, misleading advertisement, misinformation, obscuring/hiding facts, luring customers into “creating account” based on false feeling of security.

It’s the hardest proof of continuous and ongoing MISREPRESENTATION by Etoro until November 2020 when they finally changed it, because I dared to accuse them of misrepresentation in July/August.

INTERNET ARCHIVE Wayback Machine <https://www.etoro.com/crypto/trading-platform/> 7 captures 5 Aug 2020 - 25 Nov 2020

Go JUL AUG OCT 05 2019 2020 2021

75% of retail investor accounts lose money when trading CFDs. Consider whether you can afford to take the high risk of losing your money.

etoro Trading Top Markets Investing Education Company English Log in SIGN UP

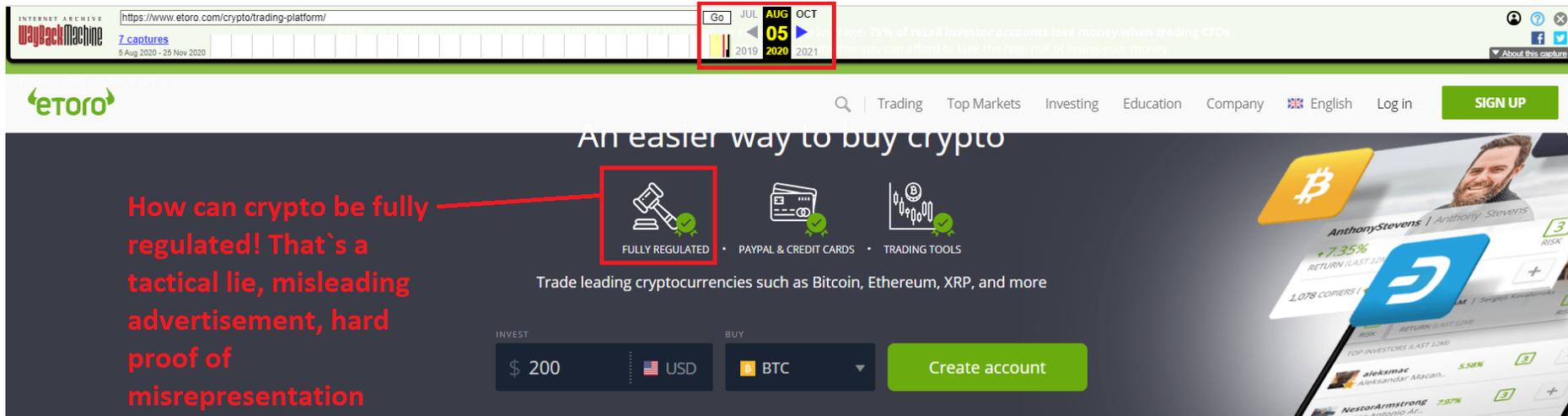
An easier way to buy crypto

How can crypto be fully regulated! That`s a tactical lie, misleading advertisement, hard proof of misrepresentation

FULLY REGULATED • PAYPAL & CREDIT CARDS • TRADING TOOLS

Trade leading cryptocurrencies such as Bitcoin, Ethereum, XRP, and more

INVEST \$ 200 USD BUY BTC Create account



Bottom of the same page says exactly the opposite, that crypto assets are unregulated. But that information is not first but somewhere in the middle of the boring legal text. As this fact is most important it should be at the front of text, bolded and referenced to top of the page which is after all dedicated to crypto trading so all relevant warning, legal text should explain crypto first. This wasn't the case and isn't a case even today.



Bottom of page on the same date says with tiny print
Crypto are unregulated, yet top of this page on the same date says easier way to buy cryptot, FULLY REGULATED. Misleading, confusing, infactual, obscured/hidden facts, false advetising - HARD PROOF OF MISREPRESENTATION by Etoro!

CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage. **75% of retail investor accounts lose money when trading CFDs with this provider.** You should consider whether you understand how CFDs work, and whether you can afford to take the high risk of losing your money.

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The web archives by “gobacktimemachine” <http://web.archive.org> show that this misrepresentation was happening until November 2020 when Etoro finally changed it, after I pointed out many problems and suggested I will accuse Etoro of misrepresentation (back in in July/August 2020).

The screenshot shows the Etoro website interface as of November 17, 2020. The main heading reads "An easier way to buy crypto". Below this heading are three icons: a gavel with a checkmark, a credit card, and a line graph with a checkmark. The text "TRUSTED BY MILLIONS" is positioned under the gavel icon. To the right, there is a section titled "AnthonyStevens | Anthony Stevens" with a return of +7.35% and 1,078 COPIERS. A green "Get started" button is at the bottom.

After I accused Etoro of misrepresentation in July 2020 only in Nov 2020 they changed heading of main crypto page. FULLY regulated was replaced with TRUSTED by MILLIONS and true information about crypto regulation was added. But until then Etoro was tactically misleading users. Hard proof of MISREPRESENTATION

The purchase of real cryptoassets is an unregulated service and is not covered by any specific regulatory framework. If cryptoassets are purchased on a real basis and not traded as a CFD you will not benefit from the protections available to clients receiving regulated investment services, such as access to investor compensation schemes or dispute resolution services.

Trade leading cryptocurrencies such as Bitcoin, Ethereum, XRP, and more

There is more evidence being compiled, but this MAJOR HARD PROOF shows how Etoro Lied in our face ignoring legal consequences. The “just compensation for Etoro victims” awareness campaign, which we are promoting, will ensure Etoro will have to explain this to CySEC, FCA, FinCEN, ASIC or even ESMA.

Note, this PROOF is uploaded to Public Website (for Etoro, then for Ombudsman and in the meantime and forever for the Whole World) which is continuously updated while we are building a case.

<http://www.etoroisnotsafe.com/wp-content/uploads/2020/12/Etoro-misleading-misrepresentation-advertisement-on-main-website-comparison-2018-2020-web-edit-1.pdf>

<http://www.etoroisnotsafe.com/evidence/>

Regards,

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www.etroisnotsafe.com