



Online Share Trading

Star Ratings & Awards

What are the Canstar *Online Share Trading Star Ratings*?

Canstar *Online Share Trading Star Ratings* use a sophisticated and unique ratings methodology that compares both price and features across online share trading platforms.

Canstar's star ratings represent a shortlist of products, enabling customers to narrow their search to products that have been assessed and ranked. The results are reflected in a consumer-friendly five star concept with five stars representing outstanding value to the consumer. Ratings range from five to one star. All 5-Star rated platforms have been assessed as offering outstanding value to consumers.

What types of products are evaluated?

To be eligible for evaluation in Canstar's *Online Share Trading Star Ratings*, an online share trading platform must:

- Be offered by a broker providing CHESS sponsorship.
- For comparison purposes, allow the value and number of transactions specified for the profile being considered.
- Be a dynamic trading platform (Trader profile only).

How are the Star Ratings calculated?

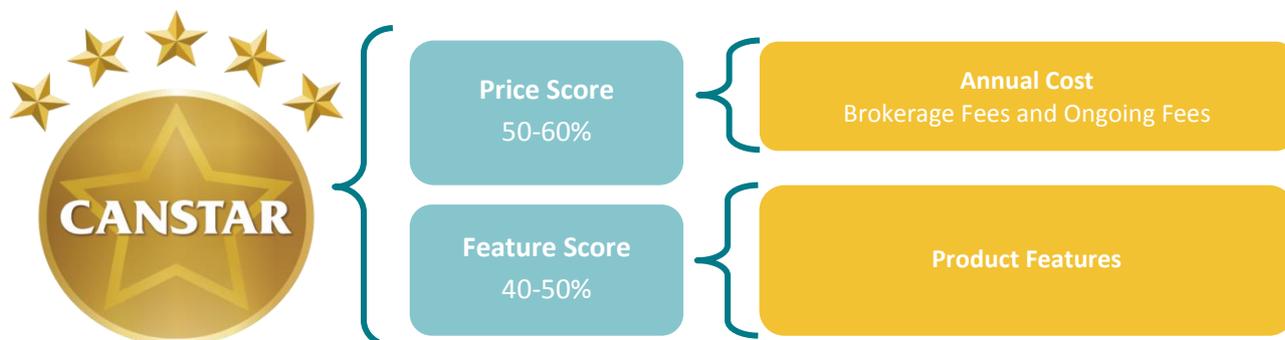
Online share trading platforms included in the Canstar *Online Share Trading Star Ratings* are assessed across three consumer profiles, based on the average number of transactions made.

Profile	General Description
Casual Investor	A Casual Investor tends to buy and sell shares occasionally (on average, once a month) and often uses a long-term strategy to review their investment portfolio. When selecting an appropriate broker, comprehensiveness of investment tools is typically not of the greatest importance, with education, ease of use and cost generally being amongst the more important factors.
Active Investor	An Active Investor tends to buy and sell shares more frequently than the Casual Investor (on average, four times a month), and may wish to include managed funds. They typically use the latest market information and fundamental analysis data/reports to determine portfolio holdings. The comprehensiveness of research tools is often an important factor in selecting the best broker for them. Due to a higher trading frequency, cost tends to be important.
Trader	A Trader tends to buy and sell shares very frequently (on average, 30 times a month) and the latest market information is often used to determine portfolio holding. When selecting an appropriate broker, the availability of derivatives can be an influencing factor. Due to a high trading frequency, the availability of a dynamic trading platform and cost are usually key considerations for them.

Each eligible online share trading platform reviewed for the *Online Share Trading Star Ratings* is awarded points for its comparative cost and the array of positive features attached to the platform. Points are aggregated to achieve a price score and a feature score.

To arrive at the total score, Canstar applies a weight against the price score and the feature score. The weights reflect the relative importance of costs and features in determining which platforms offer outstanding value to consumers. This method can be summarised as:

$$\text{Total Score} = \text{Price Score} + \text{Feature Score}$$



The table below provides a breakdown of the weights allocated to the price score and feature score for each profile:

Profile	Price Score	Feature Score
Casual Investor	50%	50%
Active Investor	50%	50%
Trader	60%	40%

Price Score

The price score takes into account a platform’s annual costs, which considers brokerage fees and ongoing fees over a year. Ongoing fees are typically a monthly platform charge, while a brokerage or transaction fee is charged at the time of purchasing or selling a security.

When calculating the annual cost, 100 hypothetical consumers are used per profile. To account for any applicable fee tiering across the number or value of transactions, each consumer has a specified transaction value and number of transactions made a month, based on the minimum, average and maximum transaction values and numbers outlined for each profile.

The combined cost of all 100 transactions for a platform is compared to peers. The platform with the lowest total cost is allocated the maximum score; all remaining platforms are awarded a score across a normal distribution relative to the lowest cost within the profile.

Profile	Distribution Points	Monthly Transactions	Transaction Value*
Casual Investor	Minimum	1	\$5,000
	Average	1	\$15,000
	Maximum	1	\$25,000
Active Investor	Minimum	2	\$5,000
	Average	4	\$15,000
	Maximum	5	\$100,000
Trader	Minimum	15	\$5,000
	Average	30	\$15,000
	Maximum	45	\$100,000

*For both the Active Investor and Trader profile a right-skewed distribution is applied. Across the 100 hypothetical transaction amounts, 95% of transaction values are normally distributed between \$5,000 and \$25,000, while 5% lie between \$25,000 and \$100,000. For the Casual Investor, a left-skewed distribution is applied. Across the 100 hypothetical transaction amounts, 95% of transaction values are normally distributed between \$5,000 and \$25,000, while 5% lie between \$1,000 and \$2,000.

Feature Score

The feature score takes into account a number of features across seven different categories, with individual features allocated points and each category, and subcategory, assigned a weighting. The product with the highest feature score is allocated the maximum score, with all remaining products within the profile scored against it.

The feature categories and subcategories, with assigned weights for each profile considered, are as follows:

Feature Category	Casual Investor	Active Investor	Trader
Account Services and Support	20%	15%	15%
Client Services & Support	50%	60%	20%
Account Services	25%	20%	20%
Reporting	25%	20%	60%
Research Tools, Charting and Information	25%	30%	30%
Charting	30%	30%	55%
Company Information	30%	25%	5%
Market Information	15%	20%	20%
Alerts	15%	10%	10%
International Market	5%	10%	5%
Other	5%	5%	5%
Platform Information and Options	15%	20%	20%
Platform Information	35%	35%	30%
Settlement Accounts	35%	30%	30%
Margin Loan	30%	25%	20%
Dynamic Trading Platform	-	10%	20%
Education	20%	10%	5%
Accessibility and Security	10%	10%	10%
Accessibility	65%	70%	75%
Security	35%	30%	25%
Trading Securities/Markets	5%	10%	15%
Local	90%	90%	90%
International	10%	10%	10%
Fees and Charges	5%	5%	5%
Phone Fee	70%	70%	70%
General Fees	30%	30%	30%

How are the Awards for Online Share Trading Calculated?

Online Share Trading Outstanding Value Award for consumer profiles

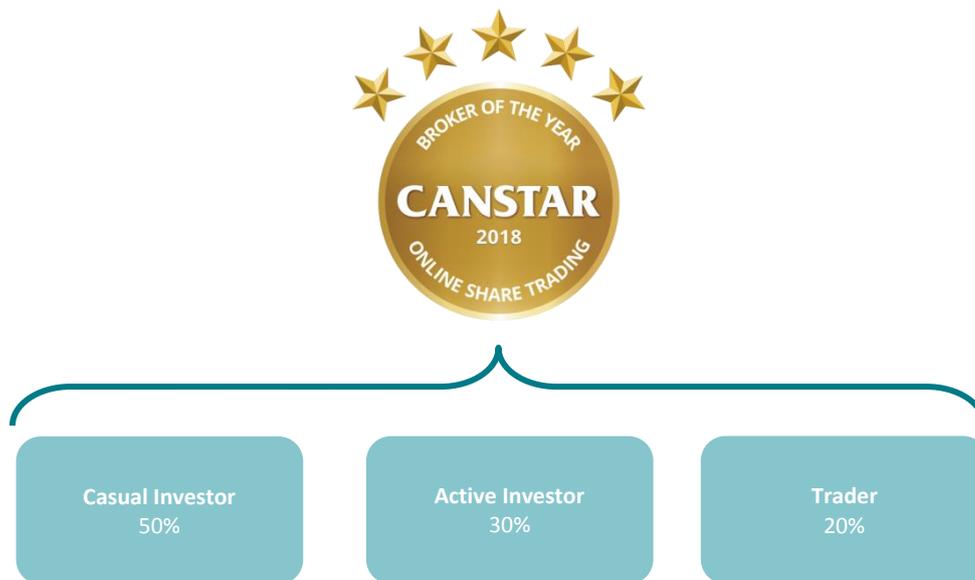
For each consumer profile considered within the star ratings, Canstar recognises providers offering an outstanding value online share trading platform. An award for outstanding value is given to the providers with the highest total score in a consumer profile.

Online Share Trading Broker of the Year Award

The Online Share Trading Broker of the Year Award is awarded based on the cumulative score of a provider's top performing platform within each consumer profile considered.

To be eligible for consideration towards the Online Share Trading Broker of the Year Award, a company must be rated in each profile.

The weight placed on each profile is as follows:



How often are products reviewed for star ratings and award purposes?

Ratings and awards are recalculated annually based on the latest features offered by each provider. Canstar also monitors changes on an ongoing basis. The results are published in a variety of mediums (newspapers, magazine, television, websites, etc.).

Does Canstar rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

Does Canstar rate other product areas?

Canstar researches, compares and rates the suite of banking, wealth and insurance products listed below. These star ratings use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories.

Please access the Canstar website at www.canstar.com.au if you would like to view the latest star ratings reports of interest.



- Account based pensions
- Business life insurance
- Deposit accounts
- Health insurance
- Landlord insurance
- Margin lending
- Package banking
- Reward programs
- Travel insurance
- Agribusiness
- Car insurance
- Direct life insurance
- Home & contents
- Life insurance
- Online banking
- Personal loans
- Superannuation
- Travel money cards
- Business banking
- Credit cards
- First home buyer
- Home loans
- Managed investments
- Online share trading
- Pet insurance
- Term deposits
- Youth banking

COMPLIANCE DISCLOSURE and LIABILITY DISCLAIMER

The information in this report must not be copied or otherwise reproduced, repackaged, further transmitted, transferred, disseminated, redistributed or resold, or stored for subsequent use for any purpose, in whole or in part, in any form or manner or by means whatsoever, by any person without CANSTAR's prior written consent. All information obtained by CANSTAR from external sources is believed to be accurate and reliable. Under no circumstances shall CANSTAR have any liability to any person or entity due to error (negligence or otherwise) or other circumstances or contingency within or outside the control of CANSTAR or any of its directors, officers, employees or agents in connection with the procurement, collection, compilation, analysis, interpretation, communication, publication, or delivery of any such information. Copyright 2018 CANSTAR Research Pty Ltd A.C.N. 114 422 909.

The ratings and awards results do not include all providers and may not compare all features relevant to you. The rating or award is only one factor to take into account when considering these products. Canstar acknowledges that past performance is not a reliable indicator of future performance. The information in this report must not be copied or otherwise reproduced, repackaged, further transmitted, transferred, disseminated, redistributed or resold, or stored for subsequent use for any purpose, in whole or in part, in any form or manner or by means whatsoever, by any person without Canstar's prior written consent. All information obtained by Canstar from external sources is believed to be accurate and reliable. Under no circumstances shall Canstar have any liability to any person or entity due to error (negligence or otherwise) or other circumstances or contingency within or outside the control of Canstar or any of its directors, officers, employees or agents in connection with the procurement, collection, compilation, analysis, interpretation, communication, publication, or delivery of any such information. Copyright 1996-2017 Canstar Research Pty Ltd A.C.N. 114 422 909

The word "CANSTAR", the gold star in a circle logo (with or without surmounting stars), "Be Canstar Sure" and versions of the foregoing are trademarks or registered trademarks of Canstar Pty Ltd A.C.N. 053 646 165 Reference to third party products, services or other information by trade name, trademark or otherwise does not constitute or imply endorsement, sponsorship or recommendation of Canstar by the respective trademark owner.

