



Getting Started

Binary.com's handbook for new employees

Your guide to the way we work and play

Thank you for choosing Binary.com and making it a great place to work

A message from the CEO

Hello and welcome to Binary.com.

Back in 1999, we set out to create the world's best platform for trading binary options. First, we had to develop a great place to work. A place where talented people could offer their most creative ideas. We think we're getting closer to that goal, and our success reflects it.

This handbook highlights our culture and values, and summarises the way we work. We've prepared it to help you feel at home.

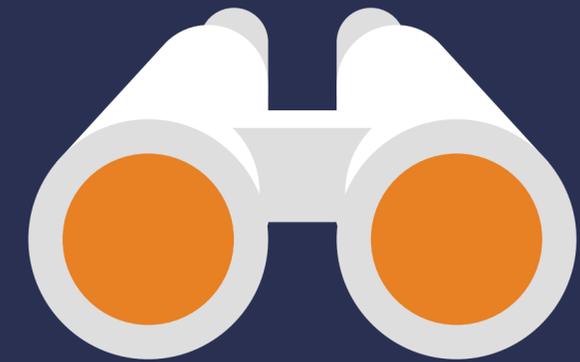
We're pleased you've decided to work with us. You're here because we're convinced that you have a lot to offer — and because you think so too.

Welcome, and thanks for joining us.

Sincerely,
Jean-Yves Sireau

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Binary.com at a glance

Binary.com is no ordinary workplace. Our progressive values, combined with the cultural diversity of our workforce, provide you with the ideal platform to make an impact.

We know you're eager to get started in your new role. But before you do, we'd like to tell you the Binary.com story.

Let's start with a small boast: Binary.com is the premier platform for trading binary options on the world's financial markets.

Using our website, customers can trade on currencies, indices, and commodities online, 24/7. We have the most flexible pricing and the most comprehensive suite of products available.

We've won multiple awards and we're proud of our achievements.

We're customer-focused, and are constantly working on new and innovative ways to make trading more enjoyable and rewarding.

Founded in 1999, we've gone through a few name changes. Today, our official group company name is Binary Group Ltd, but most people refer to us as Binary.com.

We've grown rapidly, and now process over a million transactions a day.

We have offices in Malta (Birkirkara), Malaysia (Cyberjaya and Labuan), Paraguay (Asunción) and Dubai, plus group companies in Jersey, the Isle of Man, Costa Rica, the Seychelles, Vanuatu, and the British Virgin Islands. We also have a group of telecommuters who work remotely from countries across the globe. You'll soon get to know them via Skype, Slack, and email.



A few facts

Ownership

Binary.com develops and owns its intellectual property. It's one of the reasons we've been successful.

Ethical

Binary.com is ethical. We believe you can run a successful business while observing high ethical standards. We are honest and open with our colleagues, our customers and our stakeholders, including investors and regulators.

International

Binary.com is multinational just like our customers. Here, you'll find yourself working with men and women from all corners of the world.

Debt-free

We've grown from strength to strength since we launched in 2000; we're debt-free with a robust revenue stream.

Our work

Focused on innovation

We revolutionised the online trading industry by developing the systems, methods, and algorithms that gave everyday people access to binary options. In the following years, our obsessive focus on innovation has allowed us to maintain our market-leading appeal to this day.

This starts with keeping our platform at the cutting edge.

To do this, we apply consistent coding standards, we pay very close attention to code quality, and we constantly re-factor our code to keep it current.

To ensure product quality, usability, and stability, we consistently have our new code peer-reviewed by senior developers. Our products are also tested with extensive test suites.

We make extensive use of cloud services, and outsource many of our non-core systems to the cloud.

With over a million database transactions each day, our code and systems are highly optimised and scalable.

We open-source numerous components of our systems. Visit our GitHub page (<https://github.com/binary-com>) to view our contributions to the community.

We also pay careful attention to security, with weekly penetration tests by multiple security researchers, careful review and static analysis of our codebase, and a culture of security that permeates the company.

Focused on user experience

Binary.com's website strategy is to build a really interesting and attractive online destination. Our website has been designed to be intuitive and easily understandable regardless of a customer's experience in the financial markets.

We aim to ensure that Binary.com maintains its high ranking on the leading search engines, and that it remains the go-to binary options trading platform across Europe and Asia. We do this by continually adding innovative content and features, and by keeping it user-friendly.

For many of our customers, Binary.com is more than an options trading website. It's also a high-end entertainment platform and a place where they can learn to trade on global financial markets.

Focused on customers

Binary.com has over a million registered accounts from all around the world. Our website is available in 11 languages, including Spanish, Portuguese, Thai, Vietnamese, and Chinese.

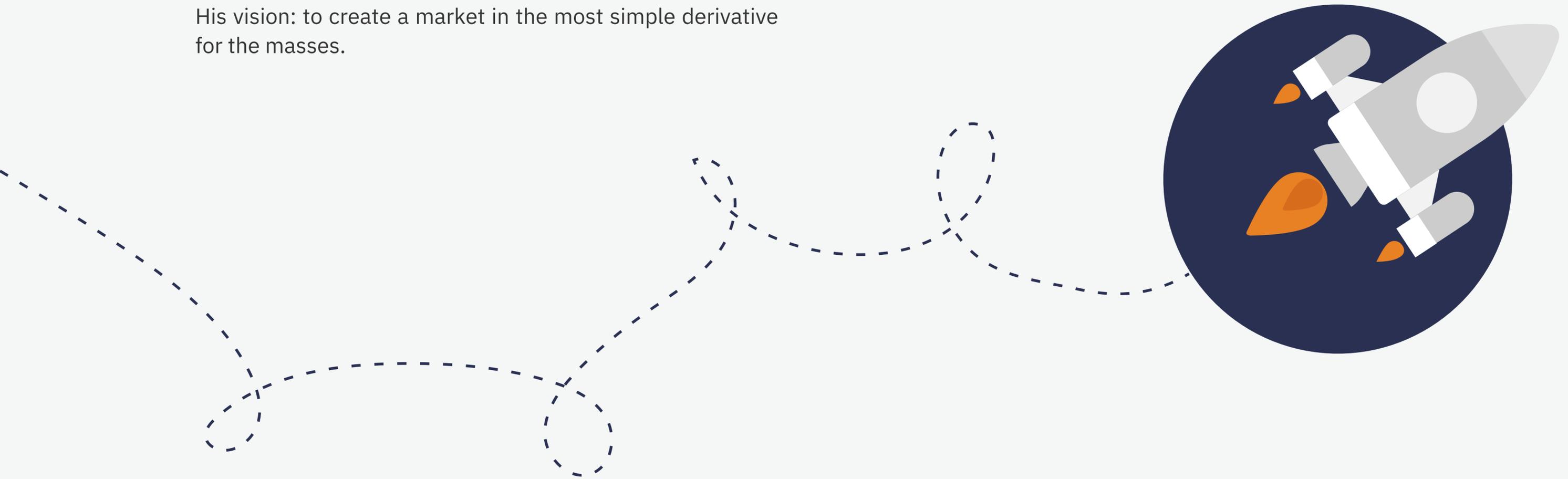
We are here for our customers. And we're justifiably proud of our long-term relationship with them.

Having said that, we recognise that our customers have a choice. To maintain their loyalty, our job is to keep providing a superior trading and learning experience.

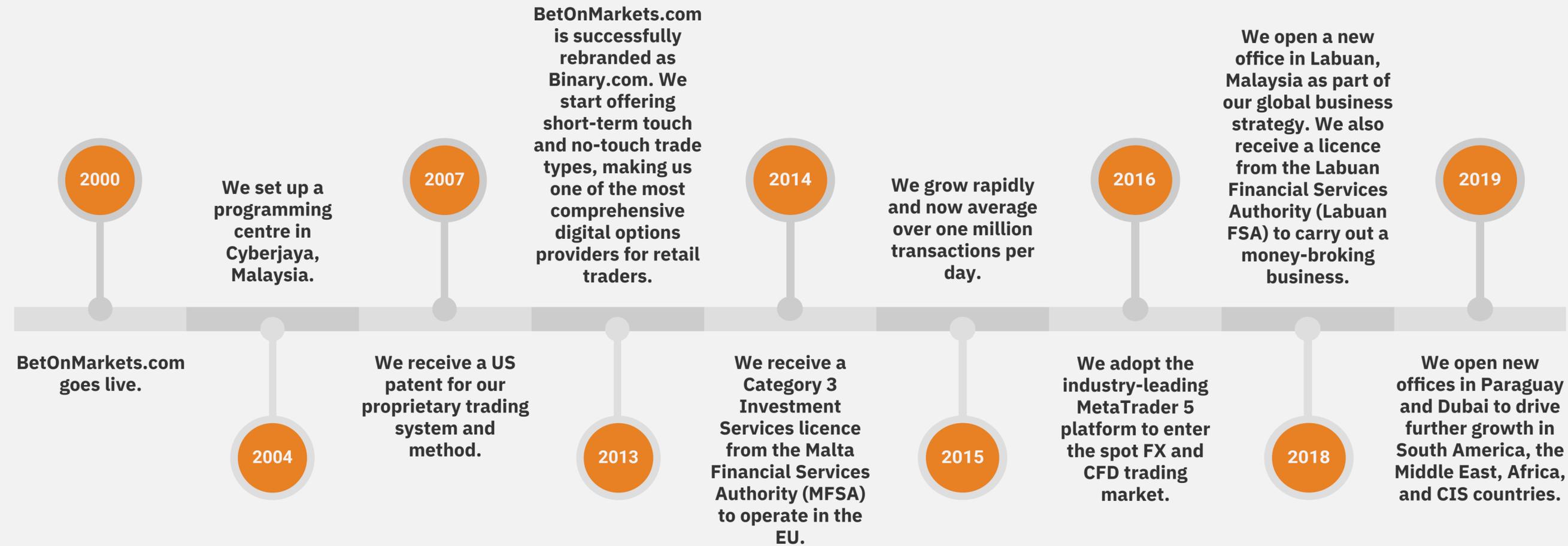
How it all started

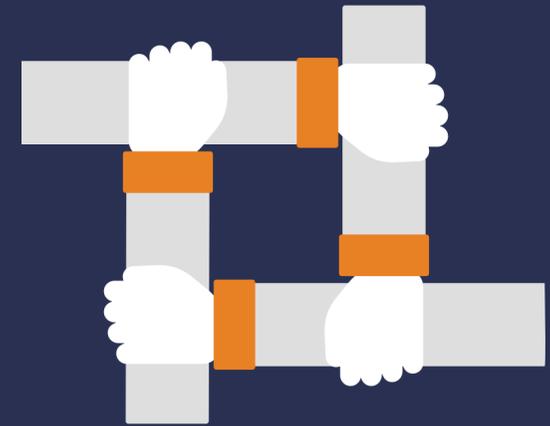
Hong Kong-based fund manager and entrepreneur, Jean-Yves Sireau started developing the systems, methods, and algorithms for a fixed-odds financial trading system from his Hong Kong bedroom in 1999.

His vision: to create a market in the most simple derivative for the masses.



Important milestones





Teams and responsibilities

Binary.com consists of a number of teams, each focused on a core area that contributes to the company's growth.

Accounts and Payments

Manages our bank accounts, e-wallet systems, and the high volume of payment transactions.

Customer Support

Manages customer queries via live chat, telephone, and email.

Internal Audit

Improves systems and processes across the company to drive overall efficiency.

Marketing

Manages marketing campaigns, as well as relationships with business partners and affiliates.

Quantitative Analysis

Develops pricing algorithms and manages risk analysis systems.

Product Design

Advocates for the user and strives for intuitive, beautiful, user-centric design and content.

Compliance and Risk Management

Manages our worldwide licences and ensures compliance with regulations.

Human Resources

Oversees functions that are integral to employee performance, company culture, recruitment, and office operations.

Information Technology

Develops and maintains the Binary.com website, platforms, and underlying system infrastructure.

Quality Assurance

Reviews new code and ensures compliance with business and functional needs.

Business Intelligence

Governs the utilisation of data and performs analysis on the company's business processes and systems while providing insights for growth.



Corporate culture and values

Our culture and our values drive the way we operate and manage the business. The following statements sum up how we aspire to work together to achieve our goals.

Culture

- We make every effort to encourage a unified workplace free of office politics. There is no ‘them and us’ — only a collective ‘we’.
- We encourage open communication, transparency, and the free-flow of ideas and information across the company.
- We encourage disagreements, as long as they’re about our work processes and strategy — not about people or personal issues. Here, everyone's opinion is valued, so please feel free to disagree with your colleagues if you believe they’re wrong about a work-related problem.
- We expect each of our managers to be competent in his or her domain. Their mission is to become ‘servant leaders’ who constantly try to help and coach their teammates.
- Our people believe in and support each other, and many are friends outside the office. We actively encourage bonding and team building by sponsoring company trips and social events.
- We look for people who see Binary.com as their home, not those who intend to stay for only a year or two.
- We recruit smart, flexible, and innovative people who are eager to learn from each other, and who possess a spirit of adventure. We recruit top talent from all around the world, and have many nationalities within the company.

Values

We practise four core values that shape our culture and drive our long-term growth:

Competence

We love to work with smart and talented people who are eager to roll up their sleeves and get things done.

Teamwork

We value positive team players who can work together to overcome challenges and achieve common goals.

Customer focus

We always put our customers first and dedicate ourselves to building products and services with the best experience possible.

Integrity

We believe that we should always do the right thing. This includes serving our customers with honesty and transparency, settling all contracts by the book, and communicating in plain language that can be easily understood.

We are convinced that by practising our core values, we'll achieve sustainable success.

Leadership

At Binary.com, whatever their position, we encourage our people to think and act like a leader. We appoint to team-lead or department-head roles people who succeed at exhibiting the following traits:

Humble

Leaders are keen to learn, to share credit with their team members, and take on any job, no matter how menial.

Customer-focused

Leaders serve our customers first, as they know they are also serving the interests of the business.

Optimistic

Leaders try new things and focus on what can go right.

Focused on execution

Leaders are good at planning, but awesome at execution.

Empathetic

Leaders are compassionate, and help others reach their goals.

Team-focused

Leaders solve problems for the team, the company, and the customer, not for themselves.

Adaptable

Leaders are willing to adapt and adjust as situations change.

Teachers

Leaders help people learn, and help to build teams.



How we work

Binary.com has a unique, collaborative culture that employs teamwork as the driving force behind personal and business growth.

The big picture

Let's start with the basics. At Binary.com, we put teamwork first. We work together to achieve great things. We're convinced that our team-centric approach to solving problems and meeting challenges makes us stronger.

And we genuinely believe that our company is our people. We care for the health and well-being of our people, and believe that work should be challenging and enjoyable.



Flat organisational structure

A structured chain of command is used by organisations seeking predictability and obedience.

But that's not us.

Our organisational structure is flat, simple, and lean with accessible team leaders. It has been instrumental in building an adaptive, innovation-friendly company, and empowering our employees to take charge, help make decisions, and feel responsible for our success.

Having a flat structure means that everyone can, and should, question each other's work. It's the ideal model for innovation.

Flexibility

You won't find needless bureaucracy, fixed rules, and red tape at Binary.com. That's because we look for people who are self-motivated and enjoy their work.

When it comes to working hours, we observe a 40-hour week with flexitime. We also don't have a company dress code. If you want to wear a suit and tie, go right ahead. But if you prefer a T-shirt and jeans, that's fine as well.



What's my role?

Binary.com is a growing company. That means we get to wear a lot of hats, and not just the one we were hired to wear.

Being nimble, lateral thinkers, we enjoy having fluid roles. It makes our work more stimulating, and the day seems to go faster.

Having flexible roles also allows us to broaden our skills in a way that wouldn't be possible in a large organisation.

If you find yourself in an unfamiliar role, don't worry. Ask questions, stay calm, and learn as much as you can.

Work-life balance

We work hard to find exceptional people, and we want to keep them fresh. Not worn out and worn down by the daily grind.

Sure, there are times when we have to work extra hours to meet a deadline, but we don't think you should have to work overtime for extended periods.

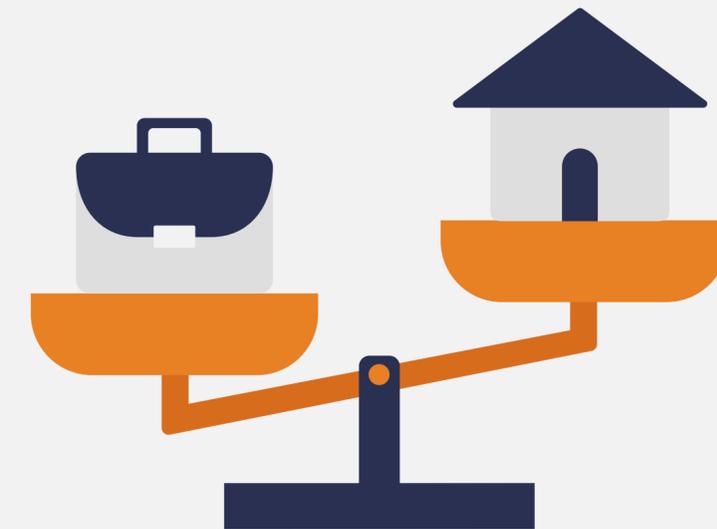
If you do find yourself working longer hours, or just feel like your work-life balance is out of alignment, make sure you talk it over with your supervisor and try to sort it out before it affects your work.

What if I mess things up?

If you don't screw things up from time to time, it could mean that you aren't trying hard enough.

We regard making mistakes as part of learning. After all, trial and error is a critical problem-solving technique.

So feel free to reach out and take us in a new direction — and accept the fact that there will be some bumps along the way.



Office environment

We have an open floor plan that encourages communication and cooperation, as well as private rooms where you can work without distraction.

We believe in giving people the best tools money can buy. For example, we give everyone a quality MacBook or Chromebook to work on.

When you need nourishment, there's complimentary fruits and drinks in the pantry, as well as good quality coffee.

Dealing with stress

Our large and growing customer base places constant strain on our systems, requiring us to work on the scalability and performance of our infrastructure.

It also creates a dynamic workplace, as we continually need to adapt to grow. For each of us, it means we need to work fast, and be adaptable and responsive to our customers' needs.

It can be stressful working here, but usually in a good way.



How do I know if I'm doing ok?

Are you performing to the best of your ability? Even though we have formal appraisals twice a year, we believe in giving regular feedback to let you know how you're doing and what you can do to improve.

Appraising your work performance

At Binary.com, we don't believe that constructive feedback on your work performance should be an annual event. We prefer to give and receive continual and honest feedback. That way, issues can be discussed and ironed out as they arise.

Of course, we also have a formal performance appraisal process where we recognise your achievements, address challenges, and agree on objectives that encourage high performance. We schedule formal appraisals every six months.

The appraisal form focuses on the following areas:

Skills

How valuable are your skills to Binary.com?

Teamwork

How well do you work in teams, and contribute to their success?

Work performance

How productive are you and what impact did you have on the company?

Personal traits

Are you easy to work with? Are you an optimistic can-do person?

Pay and benefits

We all want to be paid what we think we're worth. At Binary.com, pay is based on two key principles, which are considered best practice in the human resources domain:

This way, over time, your pay reflects your value to our company, and is fair in relation to your colleagues.

We also provide an array of employee benefits and incentives, such as health insurance, an annual bonus programme for top performers, company trips, and the opportunity to take on greater responsibilities.

Internal equity

People who do similar jobs with similar skill levels should earn similar pay.



External competitiveness

We pay salaries that compare favourably with similar companies in our geographical area and industry.



Choosing your own path

You're smart. You're capable. And sooner or later, you're going to be thinking about broadening or deepening your skill set. No problem. At Binary.com, if you have the talents you'll find many opportunities for learning and growth.

Learning new skills

Binary.com is a skills-based business poised at the cutting edge of technology. Staying at the forefront means that learning and career development are critical to our success.

We also offer an Educational Assistance Programme so our employees can reach their full potential while helping Binary.com to grow.

Learning on the job

No matter what role you were hired for, you'll soon discover that you're surrounded by a group of experts in their fields — software development, quantitative analytics, marketing, finance, and HR.

So, you now have a great opportunity to learn new skills from them. Take advantage of it: the more you learn about other disciplines, the more valuable you become.



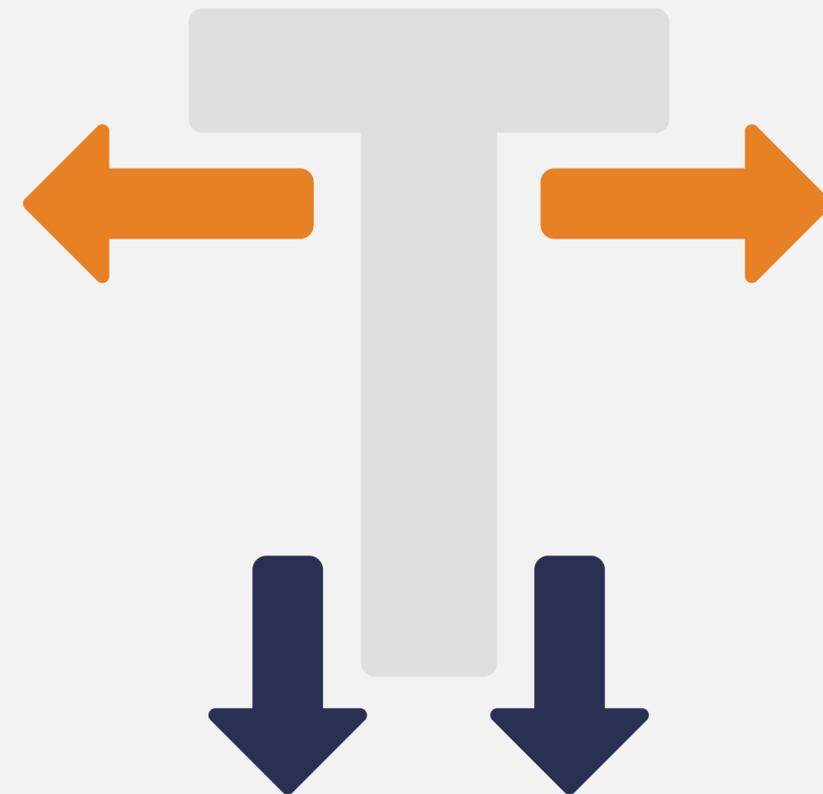
The quest for a T-shape

We love 'T-shaped' people.

If you're not familiar with the term, it describes a person's abilities. The vertical shaft of the T represents the depth of expertise in a single field, and the horizontal bar represents how well they collaborate across various disciplines with experts in other fields.

In a nutshell, T-shaped people are both technical experts in their fields, as well as generalists. They are well-rounded and versatile, and are better able to contribute their ideas to a discussion and take on different roles as work changes.

To us, T-shaped people are really valuable. We give them all the tools and opportunities they need to develop and succeed. We suggest you grab those opportunities with both hands.



Getting ahead

Sooner or later, people begin to think about advancement.

The good news is that we're a meritocracy: we promote our most talented people. So, if you're doing a great job, we'll almost always notice.

We base our decisions on quantitative outcomes, such as turnover and client numbers, and not on subjective opinions.

However, if you feel you've been overlooked for advancement, don't worry. Talk to us. We're happy to discuss how you can get to where you'd like to go.

Technical expertise

They'll need to pass a difficult technical test in which only A Players (the top 10% of candidates) succeed.

Finding new talent

Binary.com is a rapidly growing company in a very competitive industry. To stay on top, we are always looking for new talent.

If you meet someone who's really impressive, and you think they'd fit into our culture, let us know. To be recruited at Binary.com, they'll have to exhibit the same traits we saw in you:

Positive character traits

Like sound judgment, motivation, communication, and teamwork. We assess these traits by requesting that candidates complete a Self-Assessment Topgrading Interview (SATI) questionnaire.

The future

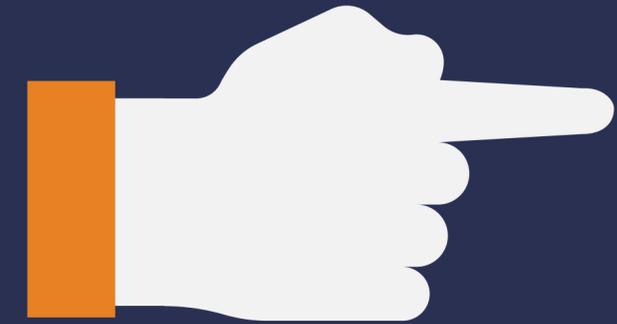
Our industry is constantly evolving, and there's a good chance Binary.com will be a different place in a few years' time.

And a large part of that change will be because of our people, like you, who will take us to new and exciting places.

It might be a new app, a new website design, a more scalable and optimised systems infrastructure, great legal advice, or innovations that make working at Binary.com more rewarding.

Whatever it is, we know you're going to help us make Binary.com an even better place to work.





Now it's your turn

After you've immersed yourself in the company and interacted with many of your talented colleagues, you will form your own opinion about Binary.com. So tell us...

Are we being true to our culture and our values?

Binary.com isn't perfect. Like all organisations, we're always going to be a work in progress.

Which means that, sometimes, under the pressures of growing the business, we won't live up to our stated values, as outlined in this handbook.

So, once you've been here for a few months, we'd love to have your feedback.

- What could be improved?
- Is there anything you've experienced elsewhere that we should adopt here?

Write down your suggestions and schedule a time to talk with management about your thoughts.

Similarly, if you find yourself in a team that you feel isn't adhering to our stated values, please help us bring the team around. Talk with your colleagues who are probably thinking likewise.

Finally...

This handbook is also a work in progress. Tell us what you think. More importantly, give us suggestions on how to improve it.

