

GETTING STARTED IN FOREX





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HIGH RISK WARNING: Foreign exchange trading carries a high level of risk that may not be suitable for all investors. Leverage creates additional risk and loss exposure. Before you decide to trade foreign exchange, carefully consider your investment objectives, experience level, and risk tolerance. You could lose some or all of your initial investment; do not invest money that you cannot afford to lose. Educate yourself on the risks associated with foreign exchange trading, and seek advice from an independent financial or tax advisor if you have any questions.

FOREWORD

Retail foreign exchange, or Forex, trading exploded in popularity thanks to advancements in technology and new market capabilities. People can now place trades with the click of a button, and participate in a large global market with a small amount of capital. Before modern advancements made the market the way it is today, traders would have to call brokers and banks directly, verbally placing large trades over the phone. Nevertheless, while the act of trading Forex has become simpler, the task of placing profitable trades remains as challenging as ever.

This introduction to Forex is designed to provide you with the basic educational foundation needed to participate in the modern world of online foreign exchange trading. This guide is not intended to teach you how to trade—we offer webinars and other education to help in your development.

THE GOAL OF THIS GUIDE IS TO SPARK YOUR INTEREST IN EDUCATION AND ACT AS YOUR FIRST STEP IN LEARNING HOW TO BECOME A SUCCESSFUL TRADER IN THE FOREX MARKET.

We hope you'll find these materials helpful. To learn more, we encourage you to visit FXDD's learning center: http://www.fxdd.com/mt/en/forex-resources/forex-education

WHY FOREX?

The Forex market is where traders from around the world can trade the currencies of global countries (or in a union of countries, as in Europe). The Forex market is the largest financial market in the world, with an estimated \$4 trillion transacted daily. That's 160 times the volume of the New York Stock Exchange. (Source: Bank of International Settlements Triennial FX Report, 2007)

To get a sense of just how large this market is, consider that the amount traded in four days could pay off the entire United States debt.

Not only does Forex offer the benefit of being the largest market in the world, through trading currencies, it is naturally also the most liquid market available.

Forex is a seamless, decentralized 24-hour market that follows global banking activity from one international market to another. Unlike in other markets, Forex traders can trade 24 hours a day, from Sunday through Friday.



WHY FORFX?

LEVERAGE

Currency trading can be significantly and flexibly leveraged. Outside of the United States, the leverage is up to 200:1, meaning that traders can put up \$1 but control up to \$200 in a margined trade. While this would magnify your profits, leverage can also magnify losses.



PRACTICE ACCOUNTS

Forex is an easy choice for those seeking to enter a trading market. Trading can begin on a free practice account, and then progress to live accounts with a low deposit minimum.

Want a practice account? Register for a free practice account on www.fxdd.com/mt. The sign up process is quick and simple.

Get started today!



MECHANICS OF CURRENCY TRADING

BUY vs. SELL

Forex trading is the buying of one currency while simultaneously selling another currency. These currencies, expressed in pairs, are always connected to each other, as the value of one currency cannot change unless it's compared to another. Trading in this marketplace is unique because there are equal opportunities to buy or sell these currency pairs. If you buy a currency pair expecting it to increase in value, you are "GOING LONG." If you sell a currency pair expecting it to decrease in value, you are "SHORTING." Whether you are going long or shorting in this market, one currency is always growing stronger against another, and one currency is always growing weaker, creating an opportunity for any type of trader.



THE TWO PRIMARY REASONS PEOPLE TRADE FOREX ARE FOR:

SPECULATION: 70–80% of Forex trading is for pure speculation. People who trade for speculation expect to benefit from the change in value of one currency versus another currency, similar to how a trader might speculate on the change in a stock's value.

CONVERSION: 20-30% of daily Forex activity is for conversion or "delivery." If McDonald's Corporation wants to convert their Japanese yen (JPY) profits from selling hamburgers in Japan into domestic US dollars, they would transact with another counterparty (usually a bank) to sell JPY in exchange for USD.

CURRENCY PAIRS

THE VALUE OF EACH INDIVIDUAL CURRENCY IS RELATIVE TO OTHER CURRENCIES. THE EURO, FOR EXAMPLE, ONLY HAS VALUE IF COMPARED AGAINST THE VALUE OF ANOTHER CURRENCY, LIKE THE US DOLLAR. THAT IS WHY CURRENCIES ARE TRADED IN PAIRS AND NOT AS SINGLE CURRENCIES.

Currency pairs are just that, individual currencies that are paired up. Examples include: EUR/USD, which is the euro against the US dollar, USD/JPY, which is the US dollar against the Japanese yen, and GBP/CHF, which is the British pound against the Swiss franc.

The first currency in the pair is called the base currency; the second currency in the pair is called the quote, or counter currency.

If we say that the current price of EUR/USD is quoted at an exchange rate of 1.2000, this would mean that 1.2000 of the quote currency (USD) is equal to 1 of the base currency (EUR).



Buying a currency pair is the same as buying the base currency while simultaneously shorting the quote currency. By the same token, selling short a currency pair is the same as selling short the base currency while simultaneously buying the quote currency.

If a trader thinks that the base currency will go up in relative value while the quote currency will go down in relative value, that trader should buy the currency pair. If instead a trader thinks that the base currency will go down in relative value while the quote currency will go up in relative value, that trader should sell short the currency pair.



CURRENCY PAIRS

Forex trading offers a limited number of trading instruments (namely, currencies) to help focus trading efforts on a few key currency pairs. In addition to the major currency pairs, Forex also offers trading on the commodity pairs, i.e., Australian dollar (AUD)/USD and USD/CAD (Canadian dollar), and the major crosses, i.e., EUR/GBP, EUR/JPY, GBP/JPY.

COMMODITY PAIRS

These pairs are highly correlated to certain commodity prices. Generally speaking, the AUD/USD and USD/NZD correlate with gold prices, and USD/CAD correlates with oil.

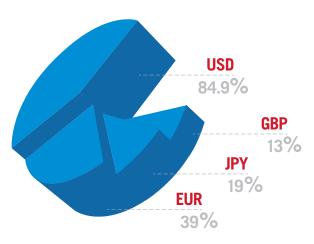
CROSSES

These pairs do not contain the U.S. dollar.



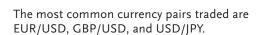
COMMODITY PAIRS: AUD/USD USD/CAD USD/NZD

MAJOR CROSSES: EUR/GBP GBP/JPY EUR/JPY



The most common currencies traded are the US dollar (USD), Euro (EUR), Japanese yen (JPY) and British pound (GBP).

*The total sum is calculated on a 200% basis because each currency trade always involves a currency pair.





Source: Bank for International Settlements Final Summary Tables, Currency Distribution of Global Foreign Exchange Market Turnover, April 2010.

PIPS

PIPS ARE THE PRIMARY UNITS OF MOVEMENT FOR ALL CURRENCY PAIR EXCHANGE RATES.

For example, if EUR/USD moves up from 1.2000 to 1.2001, that is a bullish movement of 1 pip, which in this case is an exchange rate movement of 1/100th of one U.S. cent. Major currency pairs can routinely move hundreds of pips per day.

> 1.20014 PIP FRACTIONAL PIP

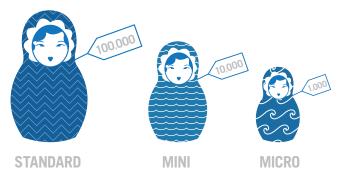
FRACTIONAL PIP

Providing an additional tenth of a pip allows traders to minimize their costs and take advantage of even the most minute market movements.

LOTS

LOTS ARE A MEASUREMENT OF THE NUMBER OF UNITS OF A CURRENCY PAIR THAT ARE BEING TRADED. USING LOTS SIMPLIFIES TRADING IN THE FOREX MARKET, AS IT PROVIDES A STANDARDIZED TRADE SIZE.

A standard lot is worth 100,000 units of the nominal value of the base currency. A mini-lot is worth 10,000 units, and a micro-lot is worth 1,000 units.



For example, on the EUR/USD, each pip movement on a standard lot trade is the equivalent of a \$10.00 movement. Each pip movement on a mini-lot trade is the equivalent of a \$1.00 movement. Each pip movement on a micro-lot trade is the equivalent of a \$0.10 movement.

CASH FLOW IN TRADING

When a trader opens and closes a position, his account is credited and/or debited a notional amount equal to the size of the trade times the exchange rate. The trader doesn't necessarily see the amount that is transacted; for ease, he sees the current profit and loss that is reflected by this cash flow. To help you better understand this idea, let's look at the following example.

OPEN POSITION

Mike wants to buy one standard lot (100,000 units) of EUR/USD at the price 1.2350. In order to buy euro, he has to sell the US dollar amount:

BUY 100,000 UNITS at 1.2350 EUR/USD PRICE

123,500 USD

CLOSE POSITION

If the price of EUR/USD rises to 1.2512, Mike may want to close his position by selling the same EUR amount of 100,000. Upon closing his position, his account will be credited the dollar amount of:

SELL 100,000 UNITS at 1.2512 EUR/USD PRICE

125,120 USD

Upon opening his position, Mike's account was debited USD in order to purchase euros. When closing his trade, Mike received a credit for buying back the same amount of units of currency. The Trade Profit is the difference between the two:

123,500 USD - 125,120 USD

OVERALL PROFIT = 1,620 USD

MARGIN AND LEVERAGE

Traders and brokers are only exposed to the change in market value on open positions. The change in value of most currency pairs moves about \$1 a day. In fact, in 2011, the average value change for the EUR/USD per day was \$1.57. The USD/JPY average value change was only \$0.88. That's not much. As a result, the retail traders are given leverage on open positions. Leverage allows traders to control large positions with a lower amount of funds. That can be good, but it can also be bad. Leverage amplifies your gains as well as your losses.

AVERAGE USD VALUE OF DAILY RANGE (\$) IN 2011

EUR/USD		\$1.57
GBP/USD		\$1.40
AUD/USD		\$1.35
USD/CHF *	*	\$1.25
NZD*/USD		\$1.10
USD/CAD		\$0.95
USD/JPY		\$0.88

^{*}NZD = New Zealand dollar **CHF = Swiss franc

NOTIONAL POSITIONS

Since foreign exchange traders are not executing for delivery in retail foreign exchange trading (i.e., actual cash flows are not physically exchanged), the positions taken are said to be in the nominal or face amount that is used to calculate payments received or paid. The actual cash amounts do not change hands and therefore are referred to as notional.

LET'S LOOK AT AN EXAMPLE OF THE EFFECTS OF LEVERAGE.

Mary deposits USD 10,000 in her account at FXDD. She is encouraged by a strong US employment report to buy the US dollar. Since she feels the Japanese yen is too high, she buys USD/JPY with the expectation that the USD will appreciate against JPY. (Remember, JPY will depreciate relatively as USD rises.)

Mary buys 1 standard lot (a notional amount of USD 100,000) of USD/JPY at a rate of 79.50. (See next page, Figure 1)

To control that position, Mary needs to post margin from the USD 10,000 of available funds in her account. With 50:1 leverage, Mary need only pledge USD 2,000 as margin on a USD 100,000 position. Moreover, since there is USD 8,000 of unpledged funds still in her account (USD 10,000 - USD 2,000 margin used), Mary has room to take an even larger position if she so desires.

Let's assume Mary is correct and the USD/JPY price moves higher from 79.50 to 80.00. At 80.00, Mary is content with her gain, and she takes her profit by selling an equal 1 standard lot of USD/JPY. (See next page, Figure 2)

Let's now look at her profit and how the leverage helped her. (See next page)

TRADES, CASH FLOWS AND PROFIT.



Since Mary's FXDD account is in USD, JPY profit needs to be converted into USD at the current USD/JPY exchange rate, which in this example is 80.00, implying that USD 1 = JPY 80. Therefore, her profit from IPY 50,000 would equal:

For ease, your trading platform automatically computes these calculations.

The return on investment (margin) gives a trader an idea of how much they made or lost on a trade in terms of the investment or margin applied. In our example, we know Mary pledged USD 2,000 of margin to her USD/JPY trade and made a profit of USD 625.00. To calculate her return on investment (margin), divide the profit by the margin:

MARGIN

Please keep in mind that if the market was to move against Mary's position, she would have lost funds. For example, if Mary bought 1 standard lot of USD/JPY and the price moved 50 points in the opposite direction, from 79.50 to 79.00, she would have lost USD 632.91. The possibility exists that you could lose all of your initial investment and be liable for additional losses.

TECHNICAL ANALYSIS

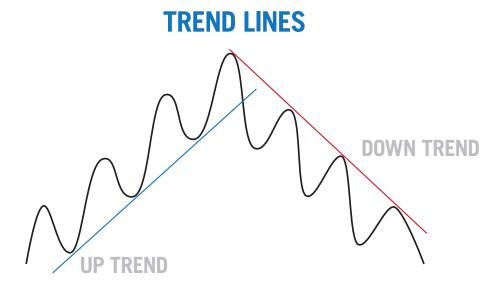
TECHNICAL ANALYSIS

Because the Forex market moves so quickly and aggressively, currency pairs are said to be highly trending, with a pair's value often following a pattern of growth or decline. With so many trades going on every day, we are able to utilize common analytical tools to detect patterns and make predictions.

TECHNICAL ANALYSIS ATTEMPTS TO PREDICT FUTURE PRICE **MOVEMENT BY ANALYZING PAST PRICE PATTERNS AND** MATHEMATICAL INDICATORS.

Price charts are the primary platform used by technical analysts. These exchange rate charts show historical price patterns that can be used to help predict possible price events in the future. Some key technical analysis tools and techniques include trends.

The concept of trends refers to a net price movement over time either to the upside or to the downside. Currencies tend to trend frequently and for fairly prolonged periods of time. Trading with a trend is often advocated because, in doing so, the trader is trading with the general net flow of the market.



SUPPORT AND RESISTANCE

SUPPORT AND RESISTANCE REPRESENT IMPORTANT CHARACTERISTICS OF ALL FINANCIAL MARKETS. SUPPORT CAN BE CONSIDERED A PRICE FLOOR, WHILE RESISTANCE REPRESENTS A PRICE CEILING.

Support and resistance exist because of market memory. Market participants remember certain past price levels/regions where prices turned, and they then act upon these levels in their trading. One can therefore predict enhanced trading activity when prices reach these levels. Support and resistance levels can be used whether traders are trading breakouts of these levels or bounces off these levels.

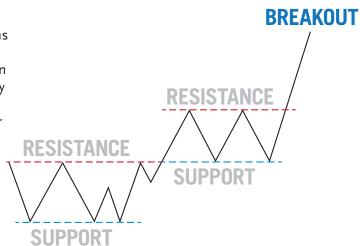


CHART PATTERNS

CHART PATTERNS TRACK PRICE ACTION ACROSS TIME. THESE PATTERNS CAN PROVIDE KEY CLUES AS TO FUTURE POTENTIAL PRICE MOVEMENT.

TRIANGLE PATTERNS

--SYMMETRICAL---- ASCENDING ---- DESCENDING ---

Important chart patterns include triangles, flags, pennants, rectangles, wedges, headand-shoulders and double- and triple-tops and bottoms. Usually, a trade entry on a chart pattern is triggered on a breakout of that pattern.

MOVING AVERAGES

MOVING AVERAGES ARE RUNNING AVERAGES OF PAST PRICE ACTION OVER A PRE-DETERMINED PERIOD OF TIME.

These indicators smooth out often choppy price action and can provide useful indications as to price trends and trend changes.



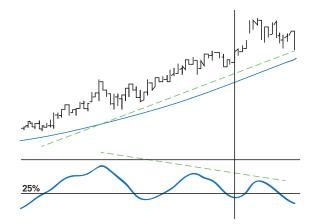


INDICATORS & OSCILLATORS

MOST OF THESE INDICATORS AND OSCILLATORS PROVIDE INDICATIONS OF POSSIBLY OVERBOUGHT AND OVERSOLD PRICE CONDITIONS, AS WELL AS TREND DETERMINATION AND TRADING SIGNALS.

There are many mathematical indicators and oscillators that can be overlaid on a price chart.

ADX INDICATOR (TREND)



INDICATORS & OSCILLATORS

ACCUMULATION/DISTRIBUTION (VOLUME)



RSI (OVERBOUGHT/SOLD)



FIBONACCI

THE FIBONACCI SEQUENCE IS A MATHEMATICAL CONSTRUCT BASED ON HISTORICAL MATHEMATICAL OBSERVATIONS THAT HAVE BEEN ADAPTED TO FINANCIAL MARKET TRADING.

Fibonacci trading is based on the Golden Mean and provides trading ratios that can be used in determining potential target price levels and possible price turning points.

FIBONACCI

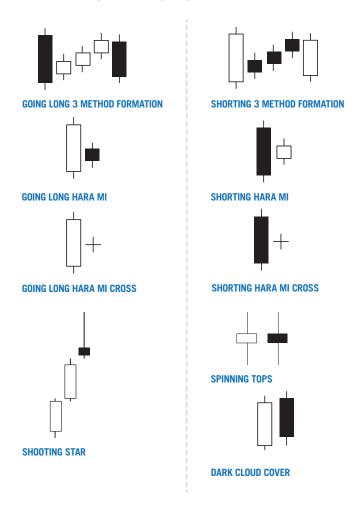


CANDLESTICK PATTERNS

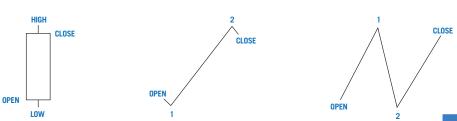
CANDLESTICK PATTERNS ARE ANALYSES BASED ON THE SIZE AND **ALIGNMENT OF PRICE BARS, OR CANDLESTICKS.**

These patterns can be effective in highlighting the conflict between bullish buyers and bearish sellers, and therefore can provide clues as to potential impending price movement.

CANDLESTICK PATTERN



HIGH LOW SEQUENCE



FUNDAMENTAL ANALYSIS

FUNDAMENTAL ANALYSIS

FUNDAMENTAL ANALYSIS INVOLVES THE ANALYSIS OF THE INFLUENCES THAT MAY CAUSE A CURRENCY PAIR TO MOVE HIGHER OR LOWER.

Fundamental analysis involves the analysis of the influences that may cause a currency pair to move higher or lower.

Generally speaking, a currency pair will move higher if the economic influences of the base currency are more positive on a relative basis than the economic influences of the quote or term currency (and vice versa).

If, for example, the EU economy is weaker than the US economy, the EUR/USD should go down. If the Australian economy is stronger than the US economy, the AUD/USD should go up.

FUNDAMENTAL INFLUENCES

There are many economic factors that can cause an economic bias, which then affects the value of currency pairs, all of which are interdependent due to our increasingly global economy.

- GDP
- INTEREST RATES
- INFLATION
- EMPLOYMENT
- RETAIL SALES
- TRADE BALANCE/CURRENT ACCOUNT
- CENTRAL BANK POLICY
- FISCAL POLICY
- STOCK PRICES
- GOLD PRICES
- COMMODITY PRICES
- EVEN CURRENCY VALUES

Pure fundamental traders tend to focus on the longer-term trends of economies. Those judgments are typically derived by analyzing the trends of economic data. If the trends suggest economic growth of a nation, this will positively affect its currency. If the trends suggest economic decline, this would negatively affect its currency.

Economic data for each country is released on a scheduled basis. FXDD has a calendar available on its website at www.fxdd.com/mt.

CREATING A TRADING PLAN

TRADING PLAN

CREATING A SOLID TRADING PLAN IS ONE OF THE KEYS TO BECOMING A SUCCESSFUL TRADER.

By detailing all aspects of your trading in a comprehensive plan, you can eliminate ambiguity and potentially negative trading behaviors.

A plan for trading is similar to a plan for any other business. It is essential to ensure that the business owner (trader) sticks with a well-thought-out and tested approach to growing the business while minimizing risk.

Elements of an effective trading plan should include all of the most important aspects of the trading process. This should include, at the very least:

- AMOUNT OF STARTING CAPITAL TO BE USED FOR TRADING
- PRIMARY LOT SIZE AND LEVERAGE USED
- PRIMARY CURRENCY PAIRS TRADED
- MAXIMUM PERCENTAGE OF TRADING CAPITAL RISKED ON EACH TRADE
- REWARD-TO-RISK RATIO TARGET
- REALISTIC DAILY, WEEKLY AND MONTHLY PROFIT GOALS

- SPECIFIC DAILY, WEEKLY AND MONTHLY LOSS LIMITS (THE POINT OF MONETARY LOSS AT WHICH A TRADER STOPS TRADING FOR THE GIVEN PERIOD)
- SPECIFIC TRADE ENTRY CRITERIA ACCORDING TO THE TESTED TRADING STRATEGY
- SPECIFIC TRADE EXIT CRITERIA (STOP LOSSES, PROFIT LIMITS AND/OR MANUAL EXITS) ACCORDING TO THE TESTED TRADING STRATEGY METHODS FOR MANAGING OPEN TRADES
- METHODS FOR MANAGING OPEN TRADES

As a part of this plan, traders should also keep a detailed journal of all trades (with reasons for entries/exits) so that there is an ongoing assessment of exactly how well the trading plan was followed.

HOW WE GOT HERE

2011

FXDD wins awards from the ME Forex and Investment Summit and Global Banking & Finance Review. FXDD opens its 200,000th live account.

2009

FXDD receives NFA approval. FXDD opens its 100,000th live account.

2002

FXDD is founded in New York City.

Retail Forex trading begins in earnest.

1944

The Bretton Woods Agreement is reached, fixing the exchange rate of 44 nations to the US dollar.

ANCIENT TIMES

Currencies are developed to exchange for goods and services.

2012

FXDD is recognized as an Inc. 5000 Fastest Growing Company.

2010

FXDD wins 6 FX Trader Choice Awards, including Best Overall FX Broker. Malta Ltd is granted licensing by MFSA and starts operating in EU.

2007

FXDD opens its 25,000th live account.

1999

The euro becomes the official currency of the Eurozone. It becomes the second most important reserve currency after the US dollar.

1971

The Bretton Woods Agreement ends, allowing currencies to float freely. The US dollar becomes the primary reserve used by many countries.

MIDDLE AGES

Paper bills are exchanged in addition to metallic coins.

QUIZ YOURSELF ANSWERS ON PG. 25

QUESTION 1 | LEVERAGE (pg. 5)

According to the NFA and the Dodd Frank Act, what is the maximum leverage a US trader can have?

- A) 1:1
- B) 50:1
- C) 100:1
- D) 200:1

QUESTION 2 | BUY vs. SELL (pg. 6)

In the case of EUR/USD, if you expect the EUR to appreciate in value, what would you do?

- Short the EUR A)
- B) Long the EUR

QUESTION 3 I CURRENCY PAIRS (pg. 8)

Which of these is not considered a "major" currency pair?

- A) **EUR/USD**
- GBP/USD B)
- USD/JPY C)
- EUR/GBP D)

QUIZ YOURSELF ANSWERS ON PG. 25

QUESTION 4 I CURRENCY PAIRS (pg. 8)

Which currency correlates with gold?

- **AUD** A)
- USD B)
- CAD C)
- CHF D)

QUESTION 5 | PIPS (pg. 9)

What is the name for the smallest unit of movement a currency pair can move?

- A) Jump
- Point B)
- C) Pip
- Slip D)

QUESTION 6 I LOTS (pg. 9)

If you are trading 1 standard lot of EUR/USD, what is the value of one pip movement?

- 10 cents A)
- 10 dollars
- C) 1 dollar
- 100 dollars D)

QUIZ YOURSELF ANSWERS ON PG. 25

QUESTION 7 I TECHNICAL ANALYSIS (pg. 14)

What method of trade analysis uses past price patterns and mathematical indicators to predict future movements?

- **Fundamental** A)
- Chart B)
- C) Technical
- Graphical D)

QUESTION 8 | FUNDAMENTAL ANALYSIS (pg. 19)

Which of the following is not considered an example of a Fundamental **Analysis event?**

- Non Farm Payroll A)
- B) Fibonacci Retracement
- C) Monetary Policy Statement
- ECB President Mario Draghi Speaks D)

QUESTION 9 I HOW WE GOT HERE (pg. 21)

When and where was FXDD founded?

- 2002 in Los Angeles, California A)
- B) 2003 in New York City, New York
- 2002 in New York City, New York C)
- 2002 in London, United Kingdom D)

HIGH RISK WARNING: Foreign exchange trading carries a high level of risk that may not be suitable for all investors.

ASK FXDD

DO YOU HAVE QUESTIONS ABOUT FOREX?

ASK FXDD! FXDD IS TAKING ITS EDUCATION TO SOCIAL MEDIA. LOG IN TO YOUR PERSONAL ACCOUNT AND ASK US FOREX TRADING QUESTIONS. WE WILL PUBLISH THE ANSWERS TO YOUR QUESTIONS ON YOUTUBE, FACEBOOK, AND TWITTER!

www.youtube.com/fxddglobal www.facebook.com/fxddglobal www.twitter.com/fxddglobal

CONTACT INFORMATION

IF YOU'D LIKE MORE INFORMATION ON FXDD AND TRADING FOREX, WE'D LOVE TO HEAR FROM YOU!

LIVE CHAT: Talk to a Forex specialist in real time. https://secure.fxdd.com/mt/en/live-talk.html

CALL US: +356.2013.3496

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CONTINUE YOUR EDUCATION:

http://www.fxdd.com/mt/en/forex-resources/forex-education

QUIZ ANSWER KEY

1. B, **2**. B, **3**. D, **4**. A, **5**. C, **6**. B, **7**. C, **8**. B, **9**. C