



Moomoo Investor *2024* Survey



Introduction

- *Markets notched a second consecutive year of over 20% price appreciation as stronger-than-expected economic and earnings growth and interest cuts by the Federal Reserve helped to propel stocks to a series of all time highs.*
- *The S&P 500 index gained 23%, the tech heavy Nasdaq 100 index was up 25% and the Magnificent Seven index surged 48%.*
- *Moomoo surveyed its users in North America at the end of 2024 to find out how their investing journey has progressed and what their expectations for 2025 will be.*
- *Overall investor confidence is rising, and users remain generally bullish but inflation and higher valuations have led some to strike a cautionary stance.*
- *Moomoo's users in Canada are generally aware of and well prepared to face the unique investing challenges around taxes, exchange rates and central bank policy.*
- **SURVEY OBJECTIVE:** *understand end of year investor sentiment*



Three Key Questions

How are surveyed users performing?

Many investors are trading more than they did in 2023. A steady climb in markets during 2024 has boosted investor confidence and the number of users reporting positive returns.

What is the investor sentiment?

Overall investors are less worried about inflation and the economy but have slightly tempered their bullish views on markets due to higher valuations.

What are investors expecting in 2025?

Investors still expect tech stocks to lead the way in 2025 despite a recent slowdown in their market leadership. Support from the Fed in the form of interest rate cuts is expected, but not at the pace of 2024.

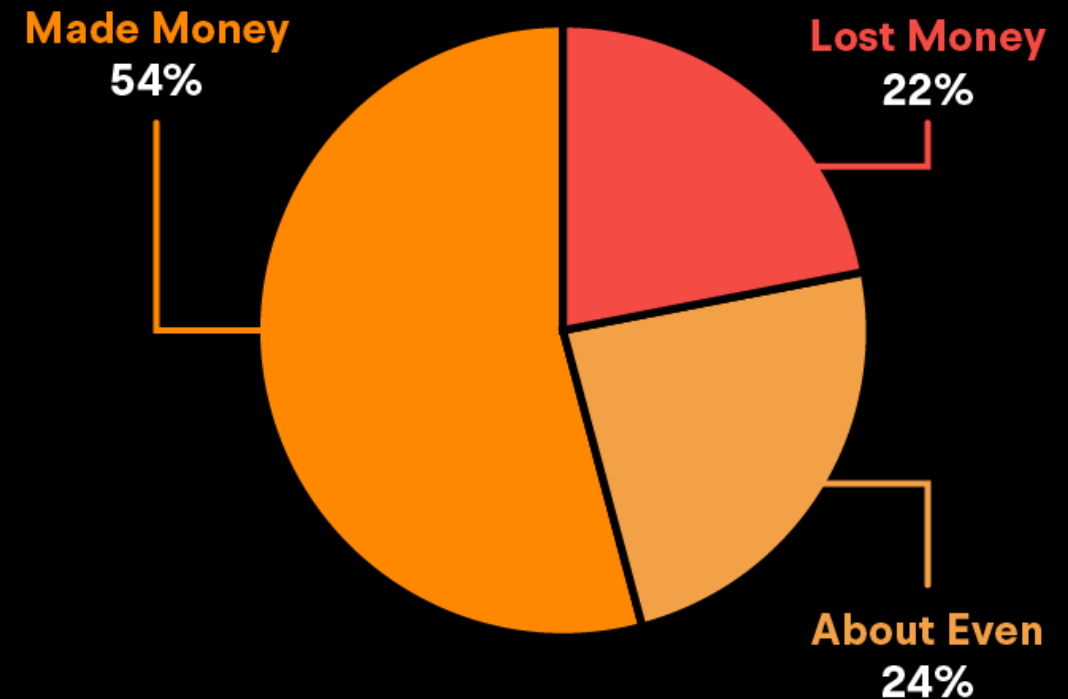
***1. How are
surveyed users
performing?***



Surveyed users were more likely to have achieved positive returns in 2024 compared to 2023

- 54% of surveyed users had positive returns in 2024 compared to 40% in 2023.
- The S&P 500 index rose 23% in 2024, compared to a 24% gain in 2023.
- Only 22% of users lost money in 2024 compared to 33% in 2023.
 - Investors may have benefited from a steady climb in markets as the S&P 500 hit record highs in 10 out of 12 months.
- 60% of investors under 25 made money in 2024, the greatest of any age group.
- The tech sector, up 36%, outperformed the broader S&P 500 and 61% of users focused primarily on growth made money compared to 35% focused on stability.
- Being in the right stocks helped, less than 30% of individual S&P 500 stocks beat the overall 23% return for the index and about one third of individual stocks finished down on the year.
- Better than expected earnings bolstered gains. Corporate earnings rose 10.3% year-on-year on average over the first three quarters of 2024 compared to average expectations of 5.4% growth.

Have you made or lost money trading in 2024 so far?



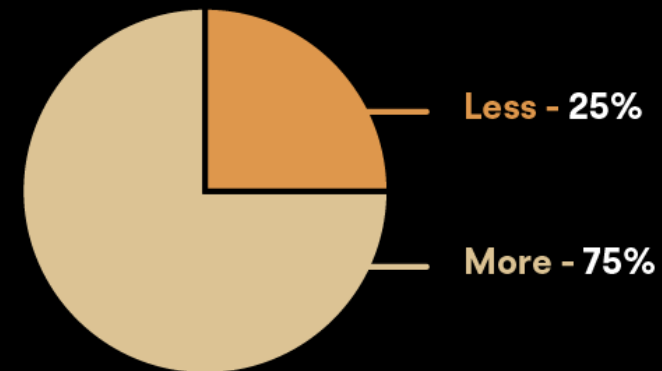
How are surveyed users performing?



Surveyed users report trading more in 2024 than in 2023 and are more confident in achieving their investment goals

- 75% of users are trading more than they did in 2023.
- Black/African Americans (82%), households with greater than \$130,000 in income (78%) and under 25-year-olds (79%) are the demographic groups trading the most among our survey participants.
- 31% of users are very confident in meeting their investment goals compared to 26% in 2023.
- User confidence was closely related to trading gains and losses in 2024 with 68% of those making money saying they are very confident in meeting their investment goals compared to only 15% of those users who lost money.

Have you traded more or less in 2024 than you did at the same point in 2023?



How confident are you in meeting your investment goals?



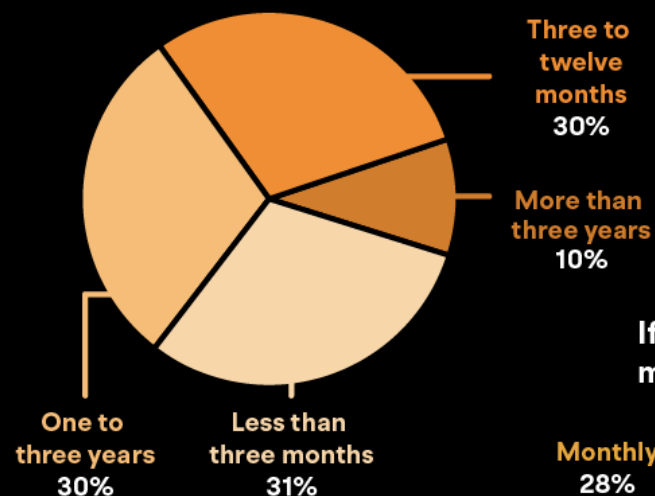
How are surveyed users performing?



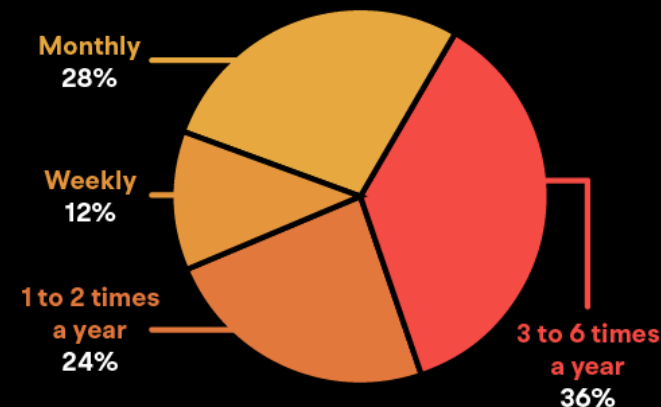
Many users understand that investing is a lifelong journey and requires periodic contributions to maximize success

- 85% of users added money to their trading accounts in 2024 despite many being new to the app.
 - 90% have been using the app less than three years.
- Frequency matters: Three quarters of users who added money to their account did so three or more times in the year.
 - Regular contributions can help smooth overall investment returns by avoiding purchases all at one price.
 - New users were more likely to make frequent contributions with 40% of those using the app for less than three months making weekly contributions compared to only 7% of those using it for more than three years.

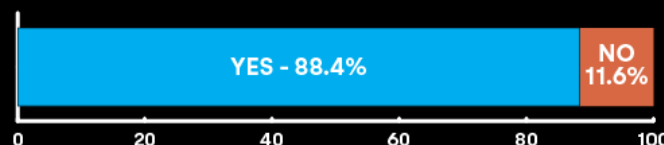
How long have you been using the moomoo app?



If yes, how often have you added money to your trading account?



Have you added money to your trading account in 2024?



How are surveyed users performing?



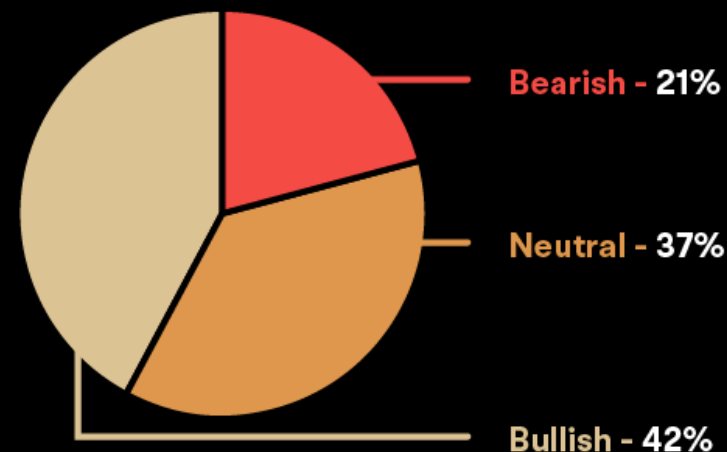
2. What is the investor sentiment?



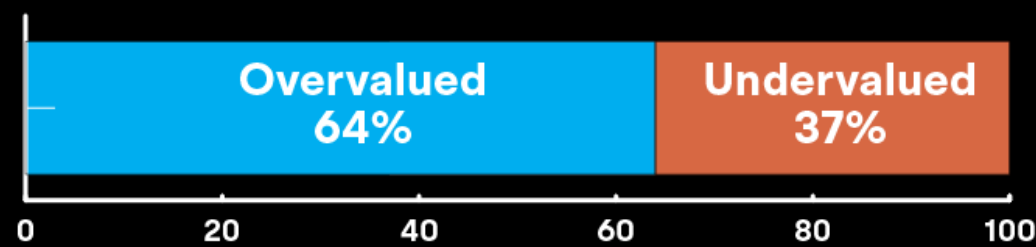
Following two years of significant market gains users are slightly less bullish on the future

- 42% of surveyed users are bullish compared to 45% at the beginning of 2024.
- Higher valuations may be one of the reasons for the more sanguine outlook from survey participants.
- The price-to-earnings multiple of the S&P 500 stood at 26.5 at the end of 2024 compared to 23 a year earlier.
- Some of this multiple expansion has occurred in stocks in the tech space, in particular those involved in artificial intelligence (AI).
- 64% of users said the stocks at the center of the AI revolution are overvalued compared with 54% a year previous, an indication higher valuations matters for some investors.

What is your view on the stock market for 2025?



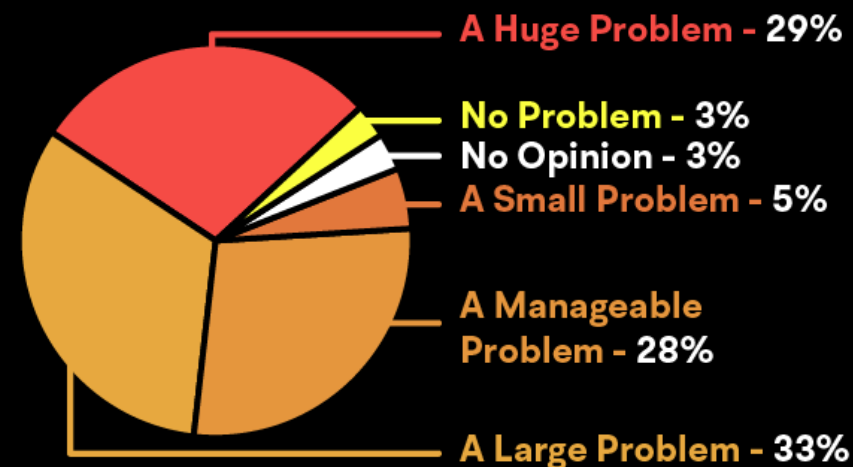
Are the stocks at the center of the Artificial Intelligence revolution over or undervalued?



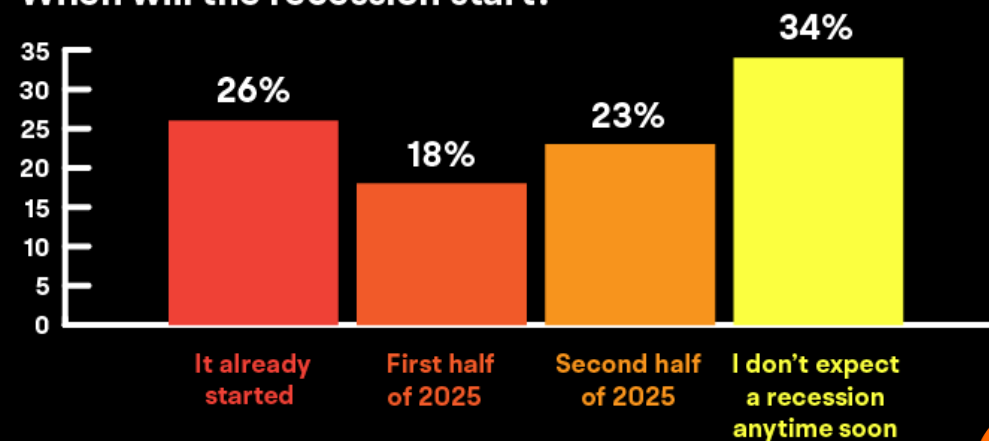
A strong economy and falling inflation have users less worried overall than a year ago

- 34% of users do not expect a recession anytime soon compared to 26% a year ago.
 - US GDP grew 3.1% year-on-year in the third quarter.
- A softening job market may explain some of the pessimism exhibited by survey participants.
 - The US Unemployment Rate has risen to 4.1% from 3.7% at the end of 2023.
- 29% of users see inflation as a huge problem down from 42% a year ago.
 - The monthly US Consumer Price Index has fallen to 2.9% from 3.4% at the end of 2023.

How much of a problem has inflation been in 2024?



When will the recession start?



What is the investor sentiment?

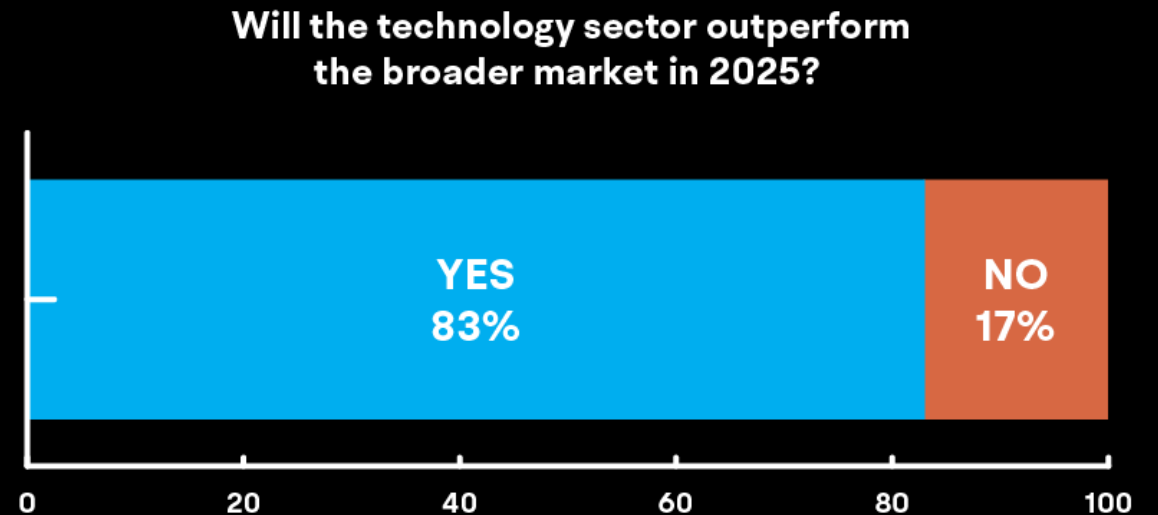


***3. What are
investors
expecting in 2025?***



Investors continue to expect technology stocks to lead the market

- 83% of surveyed users expect the tech sector to outperform the overall market compared to a similar 82% a year ago.
- These expectations come despite a slowing in tech leadership, especially in the second half of 2024.
 - The tech heavy Nasdaq 100 index was up 25% in 2024 compared to 23% for the broader S&P 500 index.
 - The Nasdaq 100 index was up 6.8% in the second half of 2024 compared to 7.7% for the S&P 500 index.

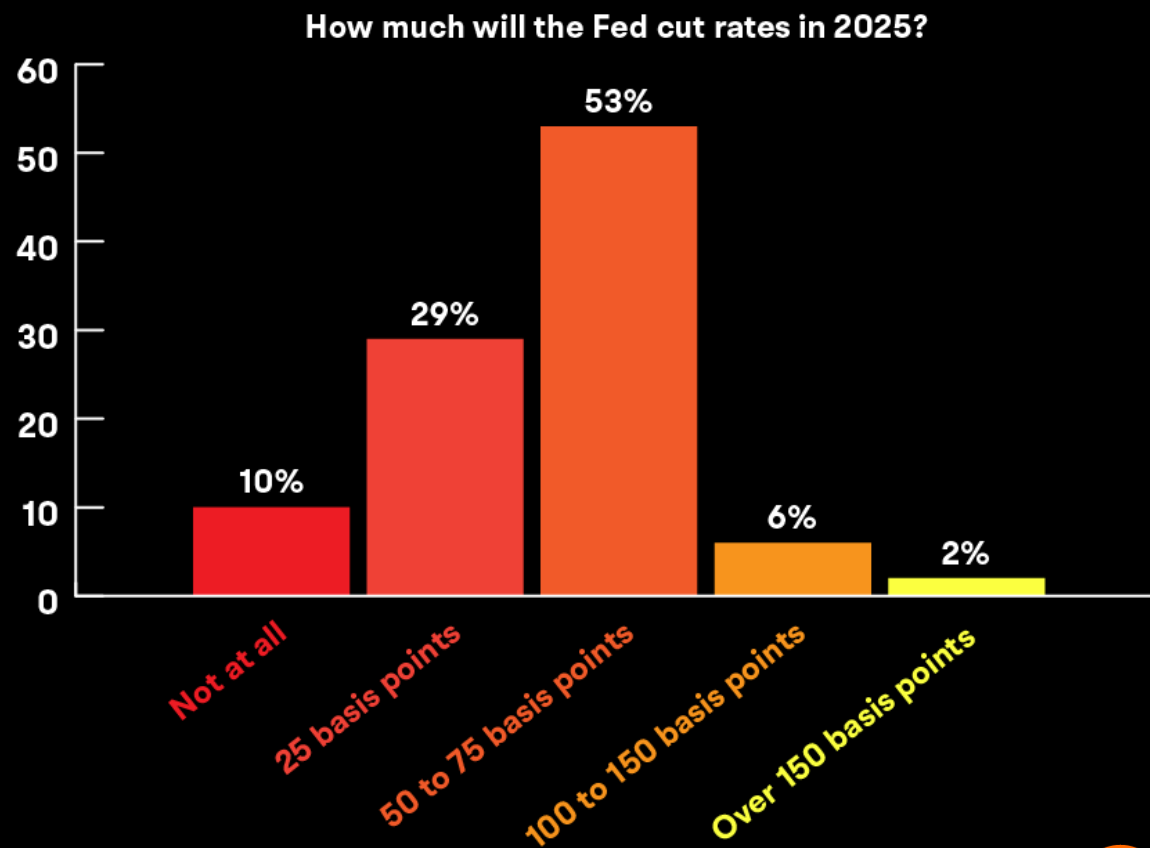


What are investors expecting in 2025?



Following 100 basis points of reductions in 2024 most users expect the Fed to slow its pace of interest rate cuts in 2025

- 82% of surveyed users expect the Federal Reserve to cut rates between 25 and 75 basis points in 2025.
- These expectations are generally in-line with both market expectations (43 basis points) and the Fed's own projections (50 basis points on average).
- The 100 basis points of cuts the Fed delivered in 2024 were below market expectations at the end 2023 of 158 basis points.
 - Only 8% of users expect the Fed to cut rates in 2025 as much or more than the central bank did in 2024.



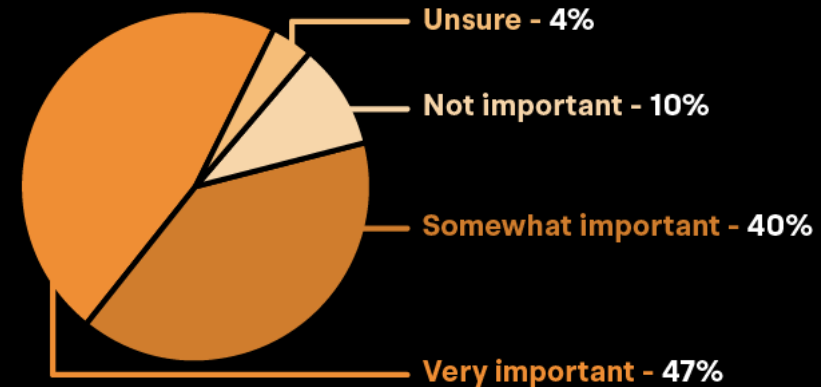
4. Investor sentiments in Canada



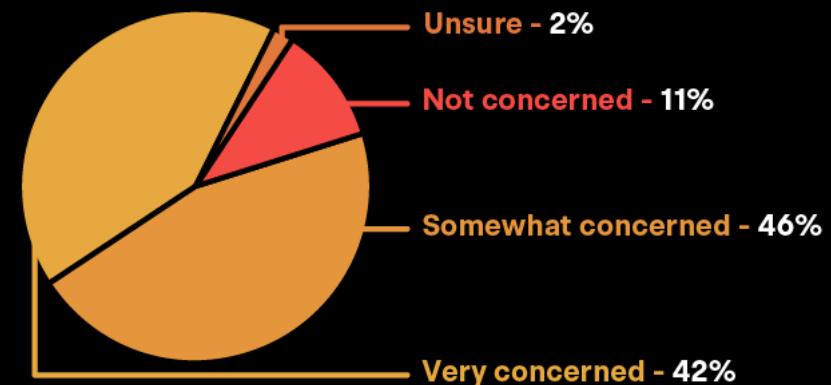
Taxes and currency exchange rates impact investor decisions

- 87% of Canadian users consider taxes to be a very or somewhat important part of their investment strategy.
 - Interest income, capital gains and dividends are all taxed differently by the Canada Revenue Agency.
- 88% of Canadian users are either very or somewhat concerned about the impact of currency exchange rates on their US investments.
 - The Canadian dollar ended the year at its weakest level against the US dollar since 2002.
 - Potential changes in tariffs in 2025 could cause further currency volatility.

How important are tax considerations for your investment strategy?



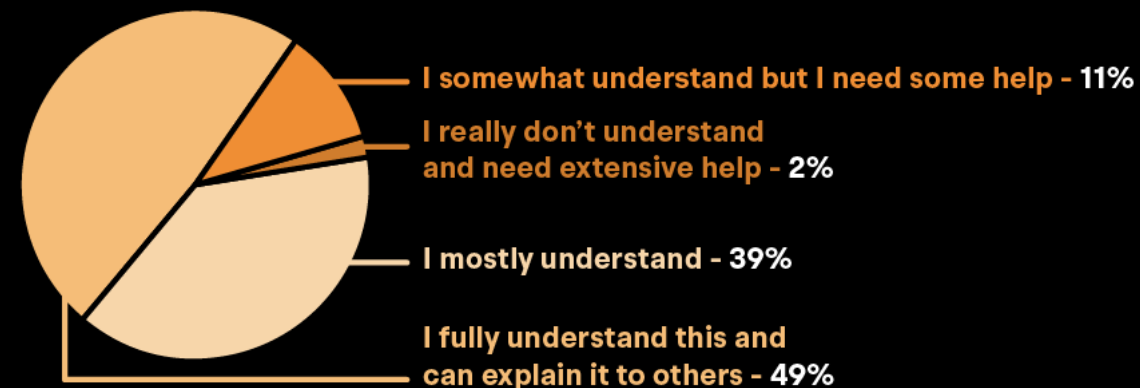
When considering US investments, how concerned are you about the impact of currency exchange rates on your returns?



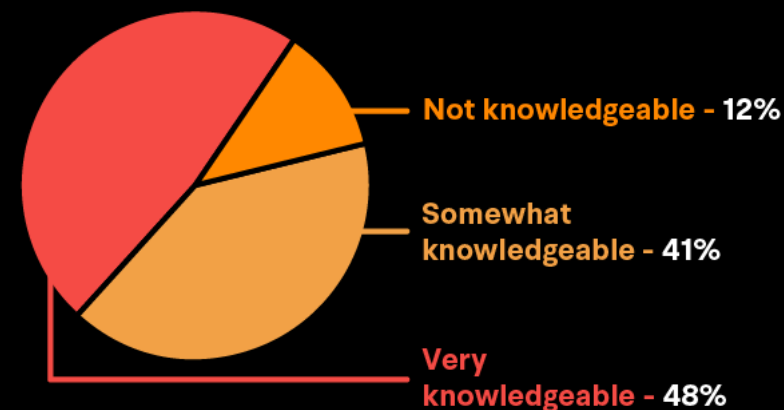
Most Canadians have educated themselves about tax-advantaged accounts but not everyone is using them

- Only 2% of Canadian users don't understand Tax-Free Savings Accounts (TFSA) and need extensive help to do so.
- 89% of Canadian users are either very or somewhat knowledgeable about the tax implications of using their Registered Retirement Savings Plan (RRSP) for trading.
- Despite the flexibility and tax advantages of these accounts only 62% of Canadians have a TFSA (Source: Bank of Montreal).
- Only 21.7% contributed to an RRSP in 2022 (Source: Statistics Canada).

How well do you understand the tax advantages of using a Tax-Free Savings Account (TFSA) for your trading activities?

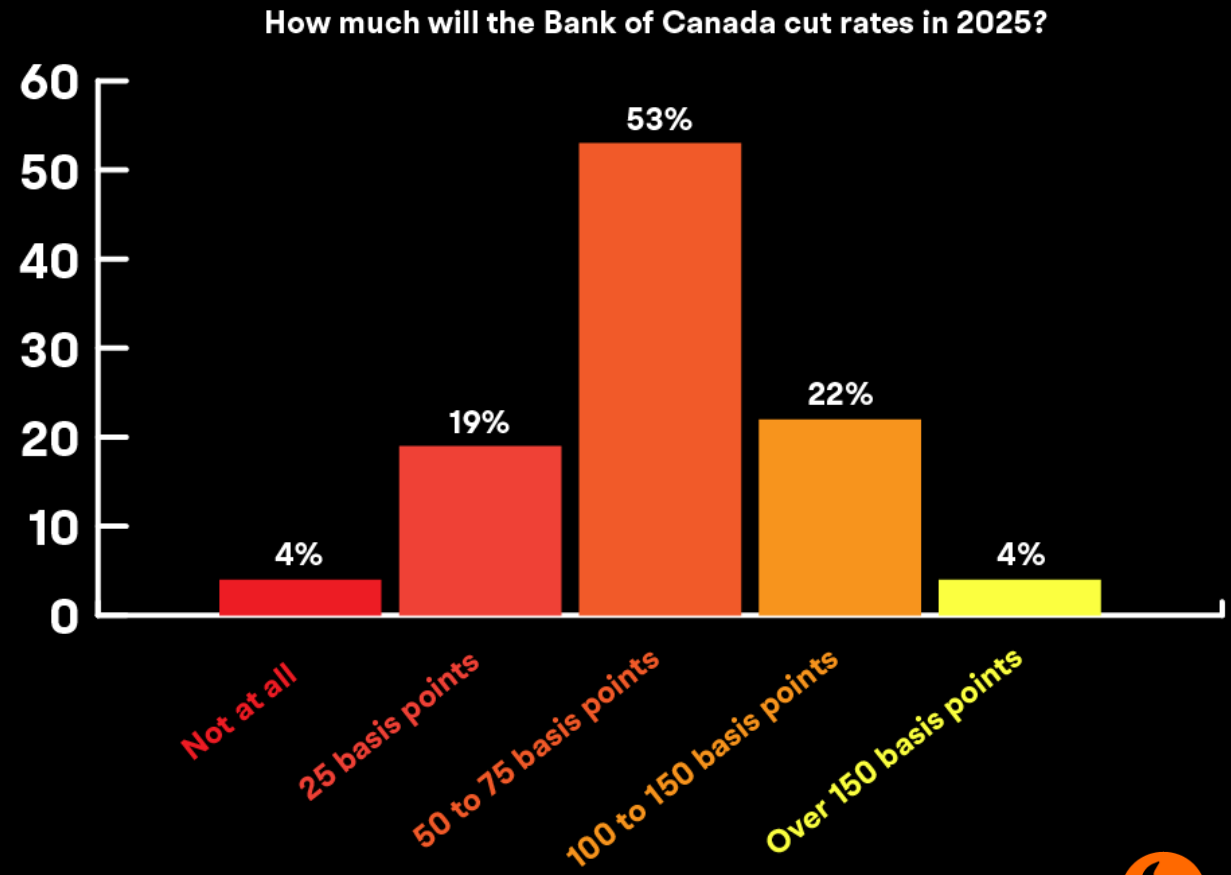


How knowledgeable are you about the tax implications of using your Registered Retirement Savings Plan (RRSP) for trading?



Interest rate path has Canadian investors split

- The majority of users (53%) expect the Bank of Canada (BoC) to cut between 50 and 75 basis points in 2025, in-line with market expectations of 67 basis points.
- 23% of users are more hawkish, expecting less than 50 basis points in cuts while 26% are more dovish expecting more than 75 basis points of cuts.
- Canadian users are more dovish on the potential for more than 75 basis points of cuts from the BoC (26%) than the Fed (12%).
- Slower expected growth and inflation in Canada in 2025 could cause the two central banks to diverge on policy.





The Q4 Moomoo User Options survey was conducted in Dec.23-28, 2024. The survey included approximately 1200 participants (1000 moomoo US users and 200 Canada users) that are registered users of the moomoo app in the US and Canada. The data shown in the survey represents the opinion of those surveyed and may change based on market and other conditions. The survey results provided herein may not represent other customers' experience, and there is no guarantee of future performance or success and should also not be construed as investment advice. Experiences may differ than the ones represented here. Investing involves risks regardless of the strategy selected.

This presentation is for informational and educational use only and is not a recommendation or endorsement of any particular investment or investment strategy. Investment information provided in this content is general in nature, strictly for illustrative purposes, and may not be appropriate for all investors. It is provided without respect to individual investors' financial sophistication, financial situation, investment objectives, investing time horizon, or risk tolerance. You should consider the appropriateness of this information having regard to your relevant personal circumstances before making any investment decisions. Past investment performance does not indicate or guarantee future success. Returns will vary, and all investments carry risks, including loss of principal. We do not provide tax advice and any tax-related information provided is general in nature and should not be considered tax advice. Consult a tax professional regarding your specific tax situation. Moomoo is a financial information and trading app offered by Moomoo Technologies Inc. In the U.S., investment products and services on Moomoo are offered by Moomoo Financial Inc., Member FINRA/SIPC.