

Designated Survivor star Kiefer Sutherland to front new campaign for Plus 500

K [IEFER Sutherland](#) is to front a multi-million pound pound [billboard](#) and TV campaign for [Plus500](#), as the [City trading platform](#) seeks to expand across Europe.

The Hollywood star behind *The Fugitive*, 24, and [Designated Survivor](#) will appear on billboards across London as Plus500 targets “financially sophisticated” potential customers.

That’s a vote of confidence in the market from Plus 500 and comes as rivals see revenues tumble. A lockdown inspired trading boom that saw thousands of new customers open financial trading accounts seems to be clearly over.

Last week CMC Markets reported profits of £92 million, a slump from £224 million.

Plus500’s latest results suggest it is defying this slump.

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The Sutherland ads will be big in London, but also in Germany,

Italy, Holland and Australia.

Plus 500 declined to how much it is paying the actor.

Asked why Sutherland was the right face for this campaign, chief executive David Zruia said: "We were looking for a globally recognised brand ambassador who is known for playing characters who exude confidence, trust and experience. Kiefer was a natural fit."

It is also seeking to get big in the US, targeting the retail and pro traders who want the chance to trade futures.

Zruia said: "When you try to trade futures in the US, the platforms are very old school. I don't think there is a direct competitor to what we want to do there."

Plus500 is best known in the UK for CFD trading (contracts for difference). It was founded in 2008, listing on the stock market in 2013. It is now in the FTSE 250.

The shares have had a good run in the last six months. Today they were steady at 1545p which values the company at £1.54 billion.

Sutherland said in a statement: "I am excited to be leading the new global campaign for Plus500, one of the world's top financial trading platforms. The team at Plus500 have been great partners to work with."