

## MeDirect.be is the first Belgian bank to permanently eliminate all brokerage fees on ETFs.

The online bank expects growth toward half a million Belgians owning ETFs by the end of 2029.

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Brussels, Tuesday August 26 – MeDirect.be becomes the first Belgian bank to completely eliminate brokerage fees on ETF transactions. The online bank introduces 0%\* brokerage fees for all ETF transactions, without exception or limitation. This is not a temporary promotion, but a new permanent standard. The bank expects that by the end of 2029, half a million Belgians will own at least one ETF, compared to 125,000 at the end of 2024. With an extensive offering of ETFs and investment funds, which clients can buy and sell without limitation at 0%\* brokerage fees on ETFs and 0%\*\* entry and exit fees on all investment funds from 65 asset managers, MeDirect.be positions itself as THE bank for ETFs and funds in Belgium.

### Pioneer in Belgium

MeDirect is the first Belgian bank to introduce 0%\* as the standard rate for all ETF buying and selling transactions without any restrictions. "The 0% for ETF transactions is a very clear offer, without exceptions," declares **Alain Moreau, CEO of MeDirect**. "The 0% rate applies to all ETF transactions, at any time of day and on all exchanges. We also don't impose a maximum number of transactions per day or per month."

### 10 times more transactions at MeDirect in two years

"Clients at MeDirect have discovered ETFs en masse. The number of transactions has increased tenfold over the past 24 months," declares **Alain Moreau, CEO of MeDirect**. "ETF investing can indeed offer considerable advantages compared to traditional funds, especially when considering the often exorbitant entry costs of traditional banks. We have also seen a significant influx of clients from major traditional banks."

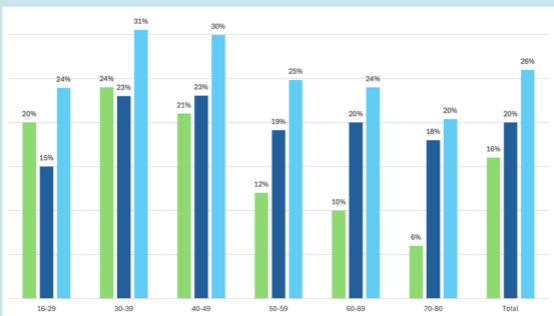
### People over 50 adopt ETFs with the same enthusiasm

MeDirect's figures show growing interest in ETFs across all age categories. "It's often claimed that it's mainly young investors who adopt ETFs while people over 50 would stay on the sidelines. MeDirect's figures contradict this," explains **Moreau**.

### Belgian investors holding at least one ETF, % by age group

Green = Belgian population 2024 (based on an FSMA survey),  
Dark blue = MeDirect clients August 2024,  
Light blue = MeDirect clients August

[https://www.fsma.be/sites/default/files/media/files/2025-05/2024\\_retail-investor-enquete\\_en.pdf](https://www.fsma.be/sites/default/files/media/files/2025-05/2024_retail-investor-enquete_en.pdf) (page 11)



### Growth toward half a million

According to a [survey](#) of the Financial Services and Markets Authority (FSMA), 16% of Belgian investors owned at least one ETF in their portfolio at the end of 2024. MeDirect estimates that approximately 125,000 Belgians owned at least one ETF at the end of 2024. "We see around half a million Belgians with at least one ETF in their portfolio by the end of 2029," according to **Moreau**. "In the first quarter of 2025, 22,000 Belgians bought an ETF for the first time, according to [FSMA figures](#), an absolute new record. Since then, we have seen a further increase in the number of investors who discovered ETFs at MeDirect, and this even before the 0%\* rate. We estimate that the 0% rate in the Belgian market, without any restrictions, will give another boost to interest among Belgian investors in the coming months and years."

[https://www.fsma.be/sites/default/files/media/files/2025-07/2025\\_q1\\_retail\\_investor\\_dashboard.pdf](https://www.fsma.be/sites/default/files/media/files/2025-07/2025_q1_retail_investor_dashboard.pdf) (page 2)

### THE Belgian bank for ETFs and funds

With its permanently competitive offering and competitive rates, MeDirect wants to become THE Belgian reference bank for investing in ETFs and funds.

- ETF investors pay no brokerage fees at MeDirect. The 0%\* rate applies to all ETF transactions at MeDirect, at any time of day and on all exchanges. There is no maximum number of transactions per day or per month. This is not only important for investors with modest assets to invest, but also for diversification in portfolios.
- Fund investors find at MeDirect an extensive offering of actively managed funds by 65 asset managers, which can effectively add value compared to ETFs. These funds are moreover offered without entry fees\*\*. This last point is not only important for the net return on investment, but also so that investors are not hindered when rebalancing their funds portfolio (arbitrage).

\*0% for ETF-transactions: exclusive of any taxes. Investing always involves risks, including loss of capital. Past performance is no guarantee of future results. MeDirect does not provide investment advice.

\*\*0% entry or exit fees on all investment funds: MeDirect Bank SA does not charge any commission on the subscription of a mutual fund for its own benefit; however, taxes may apply on redemption. The holding of an investment fund generates charges levied by the fund and the remuneration of the services provided by MeDirect is paid by the subscribed fund through a partial retrocession of its management fee. Investing always involves risks, including loss of capital. Past performance is no guarantee of future results. MeDirect does not provide investment advice.