



Get up to a \$200 cash bonus.

Open and fund an eligible Ally Invest account by choosing **Open Account** or **Create Your Plan** to make it happen.



\$100

OR

\$200

**BASED ON YOUR
ACCOUNT TRANSFER**

Pick a path toward your reward.

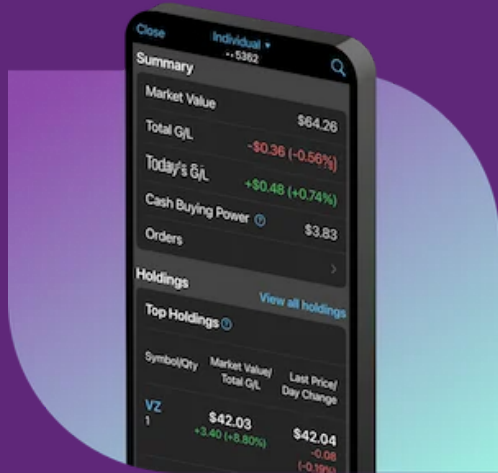
As a thanks for your letting us be your ally, we're offering a cash bonus when you open and fund your first Ally Invest account.

Earn \$200 when you transfer money in from a non-Ally account.

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Accept

Decline



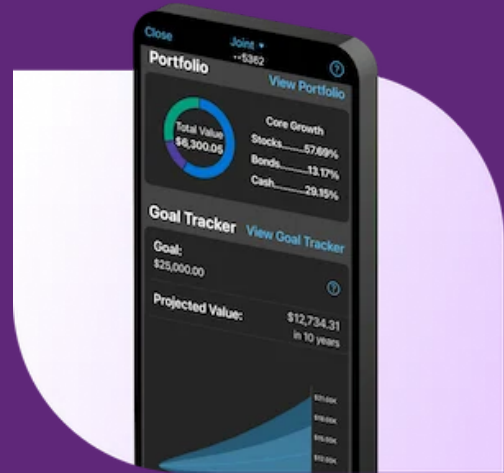
Self-Directed Trading

- ✓ For DIY types, plus skilled or adventurous traders
- ✓ Free rein to choose stocks, bonds, ETFs and more
- ✓ \$0 to start + no commission fees on most U.S.-listed securities

How it works.

1

Open an eligible new Self-Directed Trading account by



Robo Portfolio

- ✓ Invest without lifting a finger; we'll pair you to a portfolio
- ✓ Set it and sit back — our robo-advisor does the work
- ✓ Start with \$100 minimum; choose no advisory fee or to put more in the market for 0.30% a year

How it works.

1

Open an eligible new Robo Portfolio account

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2

Transfer in a minimum of \$1,000 in cash and/or securities within 30 days of opening it. (FYI: It's OK to do so over multiple transfers.)

3

Once at least \$1,000 has posted to your account, you'll need to keep it there for a minimum of 90 days.

4

We'll pay your cash bonus within 30 days of all steps being completed — including the 90 day minimum.

Open Account

Terms and conditions apply and have more details on market activity and volatility.

2

While logged into Ally Invest, set up automated monthly recurring transfers of at least \$50 into your new account, with the first transfer posting to your account within 30 days of opening it.

3

Complete at least three consecutive automated monthly recurring transfers of at least \$50 into the new account.

4

That's it — keep your account open and in good standing to receive your bonus. **We'll pay your cash bonus within 30 days of receiving your third consecutive automated monthly recurring transfer.**

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FAQs

We have answers.

- › [Are all account types eligible for this offer?](#)
- › [Are former or current Ally Invest customers eligible for this offer?](#)
- › [If I choose Robo Portfolio, will bi-monthly recurring transfers aligned with my payroll deposit qualify me for this offer?](#)
- › [If I choose Self-Directed Trading, can I make multiple transfers to reach the minimum requirement of \\$1,000?](#)

Ally Invest New Account Promotional Offer: Terms & Conditions Effective Date April 28, 2026

Current active Ally Bank and Ally Auto customers who do not currently have, nor previously had, an account with Ally Invest, can earn a cash bonus of **either \$100**, for transferring from an existing Ally Bank account, **OR \$200**, for

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Individual Retirement Accounts (IRAs), trust accounts, and Personal Advice accounts are not eligible. This offer is good for opening one account only and eligible customers can only earn one cash bonus upon meeting all requirements of the offer. Opening an account without using the links provided on this offer's web page will disqualify you from receiving the bonus. Persons who are not eligible for this offer but access the offer's website and proceed to open an Ally Invest account do not meet the terms of this offer and thus will not be paid the cash bonus.

The bonus will be credited directly to your eligible Ally Invest account. Only one bonus per customer and only one bonus paid per account (meaning joint owners are not eligible to receive a separate bonus). Ally Invest, in its sole discretion, can decline an account application or cancel payment of the bonus. We'll treat the bonus as other income for tax reporting purposes. You should talk to your tax advisor about potential impacts to your tax liability.

Terms and conditions are subject to change. This offer may be withdrawn at any time.

Further Terms and Conditions for Self-Directed Trading Account:

1. Open your new Ally Invest Self-Directed Trading account by 12/31/26.
2. Transfer a minimum of \$1,000 in cash and/or securities within 30 days of account opening. You can make multiple transfers into the same account to reach the minimum requirement of \$1,000.
See note below re: market activity.
3. Once at least \$1,000 has posted to your account, you must keep it there for a minimum of 90 days, as well as keep your account open and in good standing under the Ally Invest Securities (AIS) Customer agreement. We'll pay your bonus within 30 days after your \$1,000 minimum reaches the 90-day mark.

See note below re: market activity.

Notes:

- To meet the terms of the offer, total cash and/or securities transferred into the account must be valued at a minimum of \$1,000 at the time of the

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- Customer may receive either the \$200 bonus or the \$100 bonus but will not receive both bonuses.
- Customer will receive only one bonus for the offer regardless of whether they open both a Self-Directed Trading account and a Robo Portfolio account.
- To be eligible for the \$200 bonus, transfers totaling at least \$1,000 must be entirely from an external (non-Ally) account - eligible transfer types from an external account include ACH, ACAT (securities or cash), wire transfer, or check.
- To be eligible for the \$100 bonus, transfers totaling at least \$1,000 must be in the form of transferring cash from your existing Ally Bank account(s).
- If you transfer from both an Ally Bank account and an external account in order to reach the \$1,000 minimum in your Self-Directed Trading Account, you will be considered eligible for the \$100 bonus (and not the \$200 bonus).

Further Terms and Conditions for Robo Portfolio Account:

1. Open your new Ally Invest Robo Portfolio by 12/31/26.
2. While logged into Ally Invest, navigate to the 'Transfers' menu to set up and start automated monthly recurring transfers of at least \$50 per month – and ensure the first month's recurring transfer posts within 30 days of account opening.

See note below re: automated recurring transfers.

3. Complete at least three consecutive automated monthly recurring transfers.
4. We'll pay your bonus within 30 days of receiving your third consecutive automated monthly recurring transfer. Keep your account open and in good standing under the Ally Invest Advisors (AIA) Automated Investing Advisory Agreement until we add your bonus to your account.

Notes:

- Keep in mind that it takes at least \$100 to start investing in an Ally Invest

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withdraw funds from, you'll need to do so while logged into the website (as opposed to the mobile app).

- Customer may receive either the \$200 bonus or the \$100 bonus but will not receive both bonuses. Customer will receive only one bonus for the offer regardless of whether they open both a Self-Directed Trading account and a Robo Portfolio account.
- To be eligible for the \$200 bonus, automated monthly recurring transfers of at least \$50 per month must be from an external (non-Ally) account each month. A recurring ACH transfer from an external account is the only eligible transfer type.
- To be eligible for the \$100 bonus, automated monthly recurring transfers of at least \$50 per month must be from your existing Ally Bank account(s) each month.
- If you transfer from both an Ally Bank account and an external account in order to transfer a minimum of \$50 for three consecutive months into your Robo Portfolio account, you will be considered eligible for the \$100 bonus (and not the \$200 bonus).

Securities products and services are offered through Ally Invest Securities LLC, member [FINRA/SIPC](#). For background on Ally Invest Securities go to [FINRA's BrokerCheck](#). Advisory services offered through Ally Invest Advisors Inc., a registered investment adviser. [View Invest Disclosures](#). Ally Bank, Ally Invest Advisors and Ally Invest Securities are wholly owned subsidiaries of Ally Financial Inc. Securities products are **NOT FDIC INSURED, NOT BANK GUARANTEED, and MAY LOSE VALUE**.

Deposits products are offered by Ally Bank, [Member FDIC](#).

Ally Invest doesn't charge commissions for stocks and ETFs priced \$2 and higher. Stocks priced less than \$2 are charged a base commission up to \$4.95 plus 1 cent per share on the entire order. See our [Commissions and Fees page](#) for more information.

Before you invest, you should carefully review and consider the investment objectives, risks, charges, and expenses of any mutual fund or exchange-traded fund (ETF) you are considering. ETF trading prices may not necessarily reflect the net asset value of the underlying securities. A mutual fund/ETF

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