



## PROFILE

Established in 1992, Saxo Bank was one of the first financial institutions to develop an online trading platform that provided ordinary investors with the same tools and market access as the professionals.

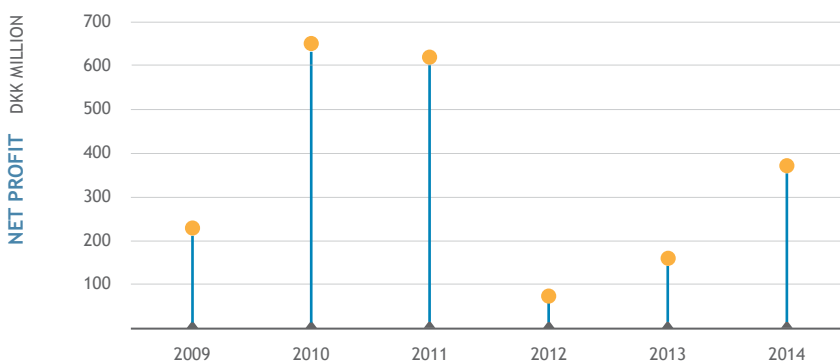
An EU-regulated bank headquartered in Copenhagen, Denmark, Saxo Bank has a strong international network with local offices in 25 countries across Europe, Asia, Australia, South America, Africa and the Middle East. Through our local sales and service organisation and global online presence, Saxo Bank serves clients in more than 180 countries, and our trading platforms are available in 25 different languages.

## WHAT WE DO

Saxo Bank is an online investment bank, focusing on trading in global capital markets, including FX, equities, commodities, energy, precious metals, ETFs etc. The FX product range comprises spot FX, forwards, options, binary touch options and CFDs on FX. Equities are traded in the form of cash stocks, CFDs on single stocks, CFDs on stock indices, exchange traded Contract options, ETFs (exchange traded Funds) and ETCs (exchange traded Commodities). Commodities are traded in the form of Futures, CFDs and Contract options.

These products are all traded on Saxo Bank's proprietary online trading platform, available in several versions including the downloadable SaxoTrader and the new intuitive and device agnostic SaxoTraderGO, enabling a seamlessly integrated trading experience across desktop, mobile and tablet.

## FINANCIAL RESULTS



## MILESTONES

### 2015

- \\ Saxo Bank launches SaxoTraderGO, the next-generation multi-asset trading platform for retail clients.
- \\ Opening of office in Shanghai.

### 2014

- \\ Became sponsor of Formula 1 team Lotus.
- \\ Saxo Bank launched the multi-asset online social trading platform Tradingfloor.com.
- \\ Opening of office in Abu Dhabi.

### 2013

- \\ Opening of offices in Montevideo, Istanbul and São Paulo.

### 2012

- \\ Saxo Bank celebrates its 20th Anniversary in Cairo.
- \\ Saxo Bank executes first FX trade ever during a BASE jump using SaxoTrader for iPhone® & Android.
- \\ Opening of offices in Madrid, Warsaw, Sydney and Johannesburg.

### 2011

- \\ Saxo Bank announces that TPG Capital will become a major shareholder in Saxo Bank.
- \\ Opening of offices in Moscow, Brussels, Panama and Hong Kong.
- \\ Opening of Saxo Privatbank.

### 2010

- \\ Saxo Bank acquires the remaining 60% in Initto, a Danish IT services provider, later renamed Saxo IT India.

### 2009

- \\ Opening of offices in Athens, Amsterdam, Prague, Milan and Dubai becoming the first Danish bank in the GCC region.

### 2008

- \\ Opening of Saxo Bank Switzerland and Saxo Banque France.
- \\ Opening of office in Tokyo.

## BUSINESS MODEL

The best description of Saxo Bank's traditional business model is that of a facilitator. The Bank offers products and services provided by third parties and offers access through its online trading platforms. Saxo Bank has developed a number of specialised trading platforms, which are not only offered to retail clients but also to Introducing Brokers and financial institutions as well as in rebranded and customised solutions for White Label businesses.

## CLIENTS

Saxo Bank has taken professional trading to retail investors, providing them with direct access to the global capital markets. Private clients have access to market news and analysis in the Equity, Futures and Forex markets delivered by various information and analysis providers in the financial industry. Saxo Bank offers a full educational package, Saxo Bank Academy, aimed at educating clients.

## CONTACT US

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## VISIT SAXO BANK

[www.ae.saxobank.com](http://www.ae.saxobank.com)  
[www.saxocollection.com](http://www.saxocollection.com)  
[www.tradingfloor.com](http://www.tradingfloor.com)

## REFER A FRIEND

<http://ae.saxobank.com/referral-programme>

## TRADINGFLOOR.COM

Saxo Bank's social financial market information, education, analysis and trading portal, TradingFloor.com, is a financial investment community that provides market information, education and social trading tools to visitors, members and Saxo Bank clients. Such information and tools includes calendar events, news, market comments, technical analysis and copy trading.

## AWARDS

- \\ Best Outsourcing Provider for White Labelling Service at Sell-Side Technology Awards 2015.
- \\ Best Technology Provider at e-FX Awards 2015 by FX Week.
- \\ Best Retail Trading Platform at the e-FX Awards 2014 by FX Week.
- \\ Best Outsourcing Provider in the Sell-side Technology Awards 2014.



SERIOUS TRADING. WORLDWIDE.