



## Saxo Bank

### What we do

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. Over more than two decades, Saxo Bank has grown to become a fully licensed bank in Europe specialising in trading and investment, supporting an international client base from its headquarters in Copenhagen and a growing network of offices around the world.

### 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 - the SaxoTrader and the SaxoTraderGO. Saxo Bank's business model relies to a certain extent on brokers and financial institutions who have a direct relationship with the client. They delegate the work of the operation and trade execution to Saxo Bank.

### Profile

Saxo Bank is a leading online trading and investment specialist, offering private investors and institutional

clients a complete set of tools for their trading and investment strategies. As a fully licensed bank in Europe, Saxo Bank enables clients to trade FX, CFDs, ETFs, Stocks, Futures, Options and other derivatives via the downloadable SaxoTrader and the HTML5-based SaxoTraderGO offering a true cross-device experience across desktop PCs, tablets and Smart Phones.

The platforms are available in over 20 languages and are white-labelled by more than 100 major financial institutions worldwide. Saxo Bank also offers professional portfolio and fund management as well as traditional banking services through Saxo Privatbank. Founded in 1992, the Saxo Bank Group is headquartered in Copenhagen with 25 local offices throughout Europe, Asia, Middle East, Latin America and Australia.



- Founded 1992.
- 1,450 employees in 26 countries.
- 30,000 financial instruments available on our platforms.
- More than 50 industry awards for our trading platforms.
- 17.3 million trades executed on in 2013 by 87,000 clients.



### Awards

For over a decade, Saxo Bank has been bringing home the industry's leading awards for its online trading platforms, technology and services. In November 2013, Saxo Bank was named "Best Broker" and "Best Proprietary Platform" at the Forex Magnates Awards 2013, and at the Shares Awards 2013, Saxo Bank was voted "Best Futures and Options Broker".

Also in 2013, Saxo Bank was recognised at the World Finance Foreign Exchange Awards for "Outstanding Contribution to the FX Industry" and won "Best FX White Label Liquidity Service" at FX Week's e-FX Awards 2013. Previous awards include "Best Retail Platform" and "Best FX White Label Liquidity Service" at the 2012 e-FX Awards, recognitions at the 2012 World Finance Awards and MoneyAM Awards, as well as "Best Active Trading Tools" at the 2011 Shares Awards.



## Sponsorship

In June 2008, Saxo Bank signed an agreement with Riis Cycling, making Saxo Bank a co-sponsor of Team CSC. In both 2009 and 2010, Saxo Bank was the sole title sponsor of Team Saxo Bank. In 2011, SunGard joined as co-sponsor. In the first half of 2012, Saxo Bank again took the full title sponsorship of Team Saxo Bank. In June 2012, Tinkoff Bank joined as co-title sponsor of the team, which from 2014 has the name Tinkoff-Saxo. From January 2014, Saxo Bank partners with Lotus Formula 1 Team.

Upholding and protecting basic standards such as the freedom of speech, freedom of religion and property rights, as well as freedom of association and the recognition of the right to collective bargaining, is an integrated part of Saxo Bank's value system. Over the years, the bank has followed up on its beliefs by funding organisations, books and other initiatives promoting the principles of limited government, free markets and human rights.



### Clients

**Private 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, TradeMentor, aimed at educating clients.

**Institutional clients:** Saxo Bank offers a range of trading and settlement services as well as B2B solutions for hedge funds, banks, international corporations and proprietary trading houses. Saxo Bank provides access to multi-asset trading, Tier-1 liquidity, competitive pricing and execution, real-time cross-product risk management, automated settlement and post-trade services.

**Introducing Brokers:** Saxo Bank's solutions for Introducing Brokers recognise their individual needs. The platforms, flexible account structure, easy-to-manage trading set-up, dedicated front and back office service and marketing support are just a few elements of the overall offering.

**White Label solutions:** One of the main advantages offered by Saxo Bank is a White Label solution built around a customised version of Saxo Bank's platforms branded under the White Label client's name. Saxo Bank offers the technology, the knowledge and the infrastructure to enable clients to enter or expand in the online trading market. Saxo Bank's White Label offering entails a client-branded or co-branded multi-asset platform.

Although the bank has procedures in place to manage the risk associated with the bank's institutional clients, IBs and White Label clients, there is of course no assurance that an unlawful or unethical act cannot be committed by a client.