

## PRESS RELEASE

# EFG HERMES AND SAXO BANK FORM STRATEGIC PARTNERSHIP TO LAUNCH MULTI-ASSET TRADING

**Dubai, 16 November 2016**

EFG Hermes, a leading financial services corporation in the Arab World, and Saxo Bank, the online multi-asset trading and investment specialist announced today the signing of a strategic partnership agreement, which will enable full integration of Saxo Bank's SaxoTraderGO platform with EFG Hermes' new online trading platform, EFG Hermes One. The new platform will grant clients one-click access to financial instruments in both multiple Middle East and North Africa (MENA) markets as well as global exchanges.

The partnership will leverage EFG Hermes' services and further solidifies its regional leadership position empowering investors to trade multiple asset classes from a single client account.<sup>1</sup> The platform will enable more investors to explore investment opportunities and access global capital markets. EFG Hermes One also incorporates real-time market intelligence from EFG Hermes Research's global award-winning team and international insights from Saxo's strategy team.

EFG Hermes One is the first service to emerge from a comprehensive regional securities brokerage partnership between Saxo Bank and EFG Hermes. The companies will continue to deliver innovative trading solutions and give more opportunities to MENA investors by making professional trading and investing more accessible through cutting-edge technology and industry-leading expertise.

"MENA is a market with many interesting trading opportunities and by integrating Saxo Bank's multi-asset, award-winning platform with EFG Hermes' regional offering and reach, we are levelling the playing field and enabling a wide range of investors and traders to access a broad range of investment opportunities by equipping them with the latest trading and analytical tools," said Saxo Bank's CEO and co-founder Kim Fournais.

"We are delighted to partner with EFG Hermes. Through this partnership, EFG Hermes' clients will benefit from Saxo's more than 20 years of trading technology innovation and EFG Hermes' more than 30 years of experience in the MENA region."

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<sup>1</sup> Terms and conditions apply. The services, markets and asset classes available to EFG Hermes clients through EFG Hermes One may vary by market and / or country in accordance with local market regulations. Other terms and conditions may govern trading conditions, market orders, the remittance of dividend payments, custody and taxation, and corporate actions (including, but not limited to, the treatment of bonus shares, capital gain distributions, cash dividends, rights issues) among others. Terms and conditions regulating the use of EFG Hermes One vary by market.

“In launching EFG Hermes One in partnership with Saxo Bank, our clients will gain access to trade global markets on the industry’s most intuitive multi-asset trade platform,” noted EFG Hermes Group Chief Executive Officer Karim Awad. “Our aim is simple: To revolutionize the way our clients trade and take control of their financial futures through innovative product offerings. The launch is the first step in a partnership that will see us expand our brokerage product offering, including those developed in partnership with Saxo Bank, to compelling new markets as we continue our transformation into a financial services corporation with access to MENA and frontier markets.”

“EFG Hermes One reflects our commitment to innovating on the product front to meet the changing needs of our diverse client base. For more than three decades, EFG Hermes has led the integration of MENA and global markets, whether through our world-class advisory, our flagship investor conferences or our push into frontier markets,” said Ahmed Waly EFG Hermes Co-head of Securities Brokerage. “Our partnership with Saxo Bank is the natural next step in delivering this vision as we continue to create value for our clients and shareholders alike.”

The platform will also provide investors access to One Intelligence, a real-time service provided by EFG Hermes Research including a comprehensive suite of tools including video briefings, weekly checkpoints and real-time access to market data. The platform leverages insights of EFG Hermes Research’s global-award-winning team, who cover c. 60% of the MENA region’s aggregate market capitalization. Investors are also provided with access to Saxo Bank’s insights on international markets.

“EFG Hermes One gives clients intelligence every trading day to shape their strategies as well as weekly checkpoints to help them prepare for the week ahead. Research and execution blend seamlessly in EFG Hermes One: Clients can monitor watch lists and trade directly from their research screens — and access intelligence from their trading screens.” concluded Ahmed Shams, EFG Hermes Head of Research.

EFG Hermes One will be available to investors across the region next month.

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#### **About EFG Hermes**

With a current footprint spanning six countries in the Middle East and North Africa, EFG Hermes started in Egypt and has grown over 30 years of success to become the region’s leading investment bank. Drawing on our proven track-record and a team of more than 870 talented employees, we provide a wide spectrum of financial services that include investment banking, asset management, securities brokerage, research and private equity to the entire region.

In 2016, EFG Hermes announced the launch of EFG Hermes Finance, a finance platform that includes activities in the non-banking finance field through EFG Hermes Leasing and Tanmeyah Microfinance as the firm focuses on product diversification and geographic expansion into frontier markets.

Combining our strengths and expertise in the region, we offer our clients best-in-class products and services that are tailored to help them achieve their investment goals in a rapidly changing environment.

For further information about EFG Hermes, please visit [www.efghermes.com](http://www.efghermes.com) and stay connected with us:    

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### **About Saxo Bank**

[Saxo Bank Group \(Saxo\)](#) is a leading multi-asset trading and investment specialist, offering a complete set of investment and trading technologies, tools and strategies.

For almost 25 years, Saxo's mission has been to enable individuals and institutions by facilitating their access to professional investing and trading through technology and expertise.

As a fully licensed and regulated bank, Saxo enables its private clients to trade multiple asset classes across global financial markets from one single margin account and across multiple devices. Additionally, Saxo provides institutional clients such as banks and brokers with multi-asset execution, prime brokerage services and trading technology.

Saxo's award winning [trading platforms](#) are available in more than 20 languages and form the technology backbone of more than 100 financial institutions worldwide.

[Founded in 1992](#) and headquartered in Copenhagen, Saxo employs more than 1500 people in financial centres around the world including London, Singapore, Paris, Zurich, Dubai and Tokyo

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### **Note on Forward-Looking Statements**

*In this press release, EFG Hermes may make forward looking statements, including, for example, statements about management's expectations, strategic objectives, growth opportunities and business prospects. These forward-looking statements are not historical facts but instead represent only EFG Hermes' belief regarding future events, many of which, by their nature are inherently uncertain and are beyond management's control and include among others, financial market volatility; actions and initiatives taken by current and potential competitors; general economic conditions and the effect of current, pending and future legislation, regulations and regulatory actions. Accordingly, the readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made.*