

JUST FAIR & DIRECT

JFD | **BROKERS**
JUST FAIR & DIRECT

“ Message from the CEO



Lars GOTTWIK
Partner & CEO

Dear Valued Clients and Partners,

With a personal passion for - and extensive background in - trading, I have always been surprised by the lack of transparency affecting forex trading, which was my main motivation for founding this Just Fair and Direct company. I asked myself the question: Who could know traders' needs better than traders themselves? This is the simple idea behind JFD Brokers, a multi-asset broker and portfolio manager founded by professional traders.

At JFD we believe everybody has the right to fair treatment, whether they are an employee, a client or a partner. This is why we operate a 100% DMA/STP Agency Only Model, where we have effectively managed to establish a unique virtuous cycle where your success becomes our success. We live in an exciting and demanding working environment, which presents us every day with new challenges ... but it is our passion for the markets which motivates us to become even better at what we do! Our goal at JFD is to provide transparency and honesty through our work as we commit ourselves to taking personal care of all our clients.

“ JFD in Review

In December 2011, after more than a year of intensive research and development, we launched JFD Brokers. We are proud to have achieved remarkable growth in a short time, being ranked (by Finance Magnates' Quarterly Industry Reports 2016 Q1) among the top 20 CFD & FX electronic brokerage firms and top 3 MT4 brokers worldwide. We have also become listed as a World Finance 100 company - a milestone for JFD - and won a variety of international awards over the years.

As we grow, so do our clients - we have attracted a sophisticated client base spanning over 130 countries across 6 continents. We have also grown as a company: with our headquarters in Limassol, Cyprus - the second largest retail electronic trading hub in Europe and a highly regulated MiFID jurisdiction - we now also have offices worldwide in Ludwigsburg, Germany; Varna, Bulgaria; Prague, Czech Republic; and Sian Shang, China. Security remains a key element of our business, and we are licensed and regulated by numerous European authorities, as we continue to safeguard our clients' funds through Top Tier banking institutions in Germany and the UK.

JFD Brokers offer traders a direct and fair access to the exciting, fast-paced world of financial markets through a variety of

high-quality online trading solutions, such as our upgrades of the MetaTrader, our exclusive MT4+ and MT5+, with their unique Add-Ons. In 2016, we became the first brokerage to offer both FX and CFD trading on Guidants, Germany's popular trading terminal. In 2017, we continued to raise our customers' trading experience with the launch of MT5+, our elevated version of the highly acclaimed MetaTrader 5. Our clients have a choice of 1000+ instruments from 8 asset classes sourced from over 20 leading renowned banks, non-banks and MTFs from across the globe - something unique within the retail trading ecosystem.

At JFD, we believe that equality, transparency and a direct approach is key to a win-win relationship, and that that not only our clients and employees but also our partners deserve to be treated fairly and directly. That is why we in 2017 we launched JFD Partners, with its own dedicated website and innovative win-win-win concept. With us, partners can carry out smart business and grow revenues, choosing from a variety of different partnership models tailored to suit their specific professional needs.

As well as more assets to trade, and multiple platforms, JFD offers several brands too. In addition to JFD Brokers, there is JFD Prime, JFD Wealth and JFD Partners, each serving different

clients' needs. JFD Prime provides turnkey Prime Brokerage solutions (white label, MT4 Gateway, FIX API) tailored for institutional clients, with the aim to reduce the broker clients' trading costs, increasing trading volumes as well as revenue margins. JFD Wealth is our wealth and asset management division which develops algorithmic trading systems and strategies. Our goal is to deliver sophisticated retail investors non-discriminatory, cost-effective and risk-averse access to the financial markets through an array of products and services typically reserved to the private banking sector, such as our unique JFD Basket Investor.

Committed to best execution and transparency we always put traders first. Our multi-asset firm is built around a 'zero conflicts' Agency model (100% DMA/STP) and offers a unique Post-Trade Transparency Execution Report. With price improvements (positive slippage enabled), no price manipulations and flexible core spreads, our innovative and trader-centric solutions take straight-through-processing, smart-order-routing, aggregation and bridging to a new level. We continuously deliver quality service to all clients without any discrimination or differentiation.

“ Looking Forward

JFD continues to break new grounds within the broker scene, as a game-changing company designing state-of-the-art electronic trading infrastructures and systems. Focusing on traders' needs, our highly-qualified and motivated team comes up with new ideas and solutions every day. We strive to be the best CFD and Forex brokerage and portfolio management provider in the industry. We will always do whatever it takes to enhance your trading experience while reducing your transaction costs and facilitating your overall profitability. We firmly believe that our performance speaks for itself, and that we will be able to increase the global reach of our brand as it strengthens day by day.

As always, we remain just fair and direct, which is why we welcome the recent regulatory changes from BaFIN, CySEC and the FCA with open arms, as they are working in our direction to make the industry more client-centric and transparent. We are pleased that they are pushing a new standard which we as a 100% DMA/STP agency are already representing - that of true transparency.

As we move into the future, we look ahead at what is shaping the financial world and at industry developments. We have already

been exploring international research in the divisions of blockchain and cryptocurrencies. We are very enthusiastic about how JFD will participate in such emerging technologies. We will also have some news to announce later this year in the field of social investment solutions, as we look forward to our long-term vision.

There have been many people involved in realising this dream. My team of talented professionals welcome you to join us on this fascinating journey. I personally would like to take this chance to extend my gratitude to you for selecting us and for making JFD such a respected and successful venture. Your loyal trust and support has enabled our continued growth. I am excited to move forward as we continue to work hard to provide you with innovations that fulfil - and exceed - your needs.

With best regards,

Lars GOTTWIK
Partner & CEO

JFD | BROKERS

www.jfdbrokers.com | support@jfdbrokers.com

JFD Brokers Ltd., Kakos Premier Tower, Kyriou Loukareos 70, 4156 Limassol, Cyprus TEL: +357 25878530 FAX: +357 25763540