

JUST FAIR & DIRECT

JFD | **BROKERS**
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“ Message from the CEO



Lars GOTTWIK
Partner & CEO

Dear Valued Clients and Partners,

Who could know traders' needs better than traders themselves?

This is the simple idea behind JFD Brokers, a brokerage founded by traders for traders.

With a personal passion for - and extensive background in - trading, I have always been surprised by the lack of transparency affecting forex trading, which is my main motivation for founding this Just Fair and Direct company, to answer the growing needs and demands of the modern-day trader.

JFD Brokers is breaking new grounds within the broker scene: a broker dedicated to traders is something unique. Focusing on traders' needs, our highly-qualified and motivated team comes up with new ideas and solutions every day, providing traders with perfect tools as well as maximum transparency with regards to order execution.

Fairness is a basic requirement for us and unfortunately, a virtue that is somewhat neglected these days, but at JFD we believe everybody has the right to fair treatment, whether they are an employee, a client or a partner. Based on the belief that fairness, transparency, and a direct approach is key to a win-win relationship, JFD operates a 100% DMA/STP Agency Only Model. We have effectively managed to establish a unique virtuous cycle where your success becomes our success!

“ JFD in Review

In December 2011, after more than a year of intensive research and development, we launched JFD Brokers, our unique best-of-breed electronic trading solution suite, after successfully deploying a comprehensive and desirable upgrade of the MetaTrader, JFD's exclusive and popular MT4+, which offers superior trading along with unique bundle of Add-Ons. Last year we added Germany's most popular trading terminal, Guidants, to our offering, becoming the first to offer both FX and CFD trading on this highly acclaimed platform, another game-changing move.

We have secured a leading foothold in Europe, particularly across German speaking territories where we have attracted a sophisticated client base while addressing a global footprint already spanning 120+ countries over 5 continents. With offices in Germany (subsidiary) and Bulgaria (branch), we established our headquarters in Cyprus, the second largest retail electronic trading hub in Europe, a highly regulated MiFID jurisdiction. 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.

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, the most recent of which was Broker of the Year 2016 from Acquisition International Awards.

Committed to best execution and transparency we always put traders first. Without any exception or differentiation, our clients benefit from ultra-low latency 100% DMA/STP execution and institutional pricing, applied to a comprehensive multi-asset class package. We strive to be the best CFD and Forex retail brokerage in the industry, as well as a game-changing company designing state-of-the-art electronic trading infrastructures and systems that deliver more than just marketing promises.

“ Looking Forward

We continue to invest in technology rather than marketing so we can develop and deploy the most cutting edge IT and server infrastructure. We continuously deliver quality service to all clients without any discrimination or differentiation, under a no price and no execution manipulation.

We will always do whatever it takes to enhance your trading experiences while reducing your transaction costs and facilitating your overall profitability. It gives us great joy to have this unique opportunity to offer traders a direct and fair access to the exciting, fast-paced world of financial markets. 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.

There have been many people involved in realising this dream, who, just like me, are fully committed to our corporate values: Honesty, Fairness, and Passion. 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.

We thrive in an exciting and demanding working environment that faces new challenges every day... but it is this passion for the markets that motivates us at JFD to become even better at what we do! Our goal is to emphasise integrity and transparency through our work, and we remain committed to taking personal care of each and every one of our customers.

I would like to take this chance to personally 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 traders with innovations that fulfil - and exceed - their needs. We have many new offerings in the pipeline, and we are staying on top of industry developments, so we can stay ahead in the business. Along with my JFD team of diversely talented, professionals, I look forward to what the future will bring and to doing business with you...the right way!

With best regards,

Lars GOTTWIK
Partner & CEO

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