

ayondo announces media partnership with SevenVentures

ayondo starts a TV campaign on ProSieben, SAT.1 and further channels in the group

London/Frankfurt, 19 December 2014 – ayondo holding AG enters a marketing co-operation with Seven Ventures, the venture arm of the ProSiebenSat.1 Group. FinTech company ayondo provides software and services in the field of Social Trading and Finance 2.0.

The ayondo group intends to significantly expand in its core market of Germany. Never before has there been a comparable collaboration for brokers and financial products. This marketing cooperation and significant advertising presence on the channels of the Media Group will considerably increase the awareness levels of ayondo and create the best conditions with which to attract new customer groups for this innovative and efficient way of investing. "We are very pleased to have a strong partner on our side with SevenVentures who have extensive expertise in establishing young innovative companies. Together this creates the opportunity to bring the concept of Social Trading to a much wider audience. This cooperation is a quantum leap in the development of ayondo and completely takes the subject of investing through Social Trading out of its niche," says Robert Lempka, CEO of ayondo group.

Social Trading is an internet based and forward thinking form of investing. Private investors can follow trading experts and their trading strategies at the click of a mouse on www.ayondo.com and thus copy their portfolio performance and trading signals one to one. The aim of Social Trading is to benefit investors who do not have enough time or sufficient expertise to trade themselves in the financial markets by giving those investors fully automated means and expert knowledge.

"2014 was a very important year for ayondo: We set our course to grow substantially both in our core market of Germany and internationally. We look forward to the opportunities this positioning offers us and to an exciting business year in 2015," Lempka summarises.

Press Release

19 December 2014

About ayondo

The ayondo group invests in new technologies and high-growth business models that can achieve increased efficiency in the banking sector. Belonging to the portfolio of the holding company is the Social Trading provider ayondo GmbH, whose headquarters are in Frankfurt, as well as the broker ayondo markets Ltd. (formerly Gekko Global Markets), headquartered in London. In 2013, ayondo was listed as one of the top 50 financial technology companies by FinTech ("FinTech 50").

About SevenVentures

SevenVentures is the venture arm of the ProSiebenSat.1 Group, one of the leading media companies in Europe and Germany's largest television network. In essence, SevenVentures pools companies and start-ups that can grow their business with the support of ProSiebenSat.1, as well as majority holdings in strategically important companies. Besides offering TV advertising time, SevenVentures can utilize the services of its own "ecosystem" consisting of the creative agency SugarRay and the digital agency Booming, to help growing young companies conduct integrated advertising campaigns centered on the lead medium of TV. SevenVentures is Germany's leading media investor, holding numerous investments in different market segments.

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