

ayondo acquires leading Singapore's fintech brand TradeHero

- Deal expands ayondo's footprint in Singapore ahead of the planned SGX listing
- TradeHero's mobile stock market simulation app offers risk-free investor education; ranked #1 finance app in over 90 countries

Singapore, 15 November 2016 – Financial technology group ayondo has acquired the TradeHero brand, a Singapore investor education app that has been ranked the number one finance app in the Apple iOS app in over 90 countries.

The acquisition for TradeHero's brand outside of China and the United States, further expands ayondo's footprint in Singapore nearly a year after it announced a partnership with KGI Fraser Securities Pte Ltd to launch KGI Contrax, a platform for investors to trade Contracts for Difference (CFD). ayondo's social trading platform allows retail investors to copy the trades of experts.

Robert Lempka, CEO of the ayondo Group, says: "For ayondo, mobile technology is a big part of the Group's strategy for expansion and growth. The TradeHero brand is extremely well established in Asia and was the missing piece in our product range."

TradeHero, created by Dominic Morris and Dinesh Bhatia in 2012, is a gamified virtual investment network where users share real time insights and trade and compete to win real cash. With TradeHero, users can replicate the behavior of other successful app users as the app will notify followers when a so-called "Hero" has made a trade.

Lempka explains: "Following Top Traders and taking social trading to the next level, in offering fully automated execution is exactly what is in ayondo's DNA."

Press Release

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Dominic Morris, co-founder of TradeHero and the new Head of Innovation for ayondo Group, adds: “ayondo and TradeHero share the same vision, that is to democratise the world of investing through easy-to-use disruptive technology and knowledge sharing.” ayondo is well positioned with its pioneering business model and scalable solutions for B2B and B2C clients. With over 220,000 users from 195 countries, ayondo offers a new and highly attractive way of investing in global financial markets.

The team of TradeHero’s excellent mobile technology specialists built the foundation for ayondo’s Singapore based Mobile Lab, where the latest research and development takes place giving the group an edge in designing, building, experimenting and refining new technologies for its platforms.

ayondo’s expansion into Asia is in full swing. The group is engaged in advanced negotiations with a SGX-listed company on a Reverse Takeover (RTO) transaction. This could result in ayondo being the first FinTech company to be listed on the Singapore Exchange (SGX) and the headoffice being moved to Asia’s fintech hub.

ayondo Singapore recently moved to a new office in newly renovated premises at Armenian Street. The branch was established in 2014 after Singapore-based private equity fund, Luminor Capital Pte. Ltd., became a significant stakeholder in the fintech group.

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About ayondo

The ayondo group invests in new technology and high-growth business models that can be achieved through efficiency improvements within the banking sector. Core of the holding group portfolio is the social trading provider ayondo GmbH, based in Frankfurt and the FCA regulated investment firm ayondo markets Ltd. based in London. ayondo offers both a sophisticated online trading platform and a leading Social Trading platform. Social trading allows retail investors to automatically copy the trades of experts.

In 2013 ayondo was listed in the top 50 technology companies worldwide in the area of financial technology ("FinTech 50").

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