

SimplexFX

Foreign Exchange Margin Trading System

High-speed FX platform with cutting edge dealing engine for unrivaled revenue potential.



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The current business climate that FX operators are placed under is severe. With stricter regulations, highly volatile market, low spreads, and rising cost of account acquisition, it is becoming a polarized winner-takes-all environment.

As the environment changes, so is business strategy. Operators cannot assume a continued market growth, and instead seek a stable sustainable growth for their businesses. Profitability and adaptability are becoming the qualities businesses look for to reinforce their operating foundations.

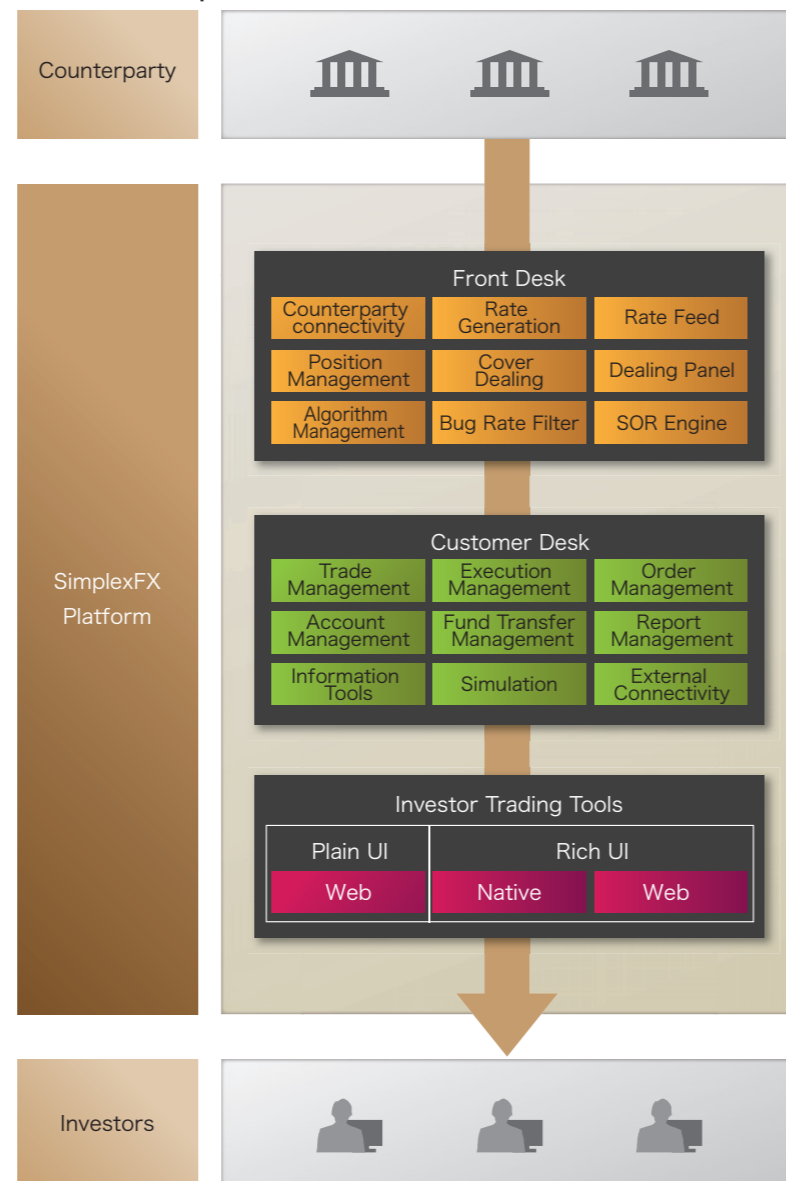
SimplexFX, with its cutting edge dealing engine and refined user interface, was developed to succeed in the fiercely competitive FX landscape. Supplying all tools needed in an FX platform, SimplexFX will help attain maximum trade volume and revenue.

Main Components supporting the FX process

Simplex is the No.1 domestic FX solutions provider by market share, and has the industry best practices that goes with it, cultivated through successful partnerships with over 20 clients.

A full set of functionality and architecture flexibility allows clients to not only minimize customization, but also reduce time-to-delivery while ensuring profitability and adaptability.

Overview of SimplexFX



Front Desk

Accurate execution of dealing strategies to maximize revenue and profitability.

SimplexFX is the culmination of the technology and financial engineering know-how cultivated over the years. Amidst heightened competition in dealing algorithm development, being able to flexibly refine of strategies and shorten development cycle are crucial requirements.

Simplex's Front Desk component provides a Java API to multiple functionalities including data access, rate and position monitoring, and analysis, allowing for clients to develop their own strategies on-the-go. Combined with industry leading low-latency to take advantage of the

strategies, SimplexFX provides a clear advantage over the competition. The cutting edge algorithm trading platform along with the SOR dealing engine accelerates dealing revenue and profits while providing functionality for safe trade execution.

1. Attaining increased revenue and profitability: Algorithm Engine

- With a variety of parameters at your disposal, SimplexFX provides functionality to maximize revenue and profit such as strategic pricing, optimal position making, precise execution timing, and smart selection of execution channel.
- Java framework which facilitates short development cycles of algorithms can accommodate client's in-house algorithms as well as Simplex's standard algorithms.
- The advanced back testing environment allows in-depth verification of algorithm logic and parameters before applying them to the production environment. Dealing strategies can also be modified without large scale system modification.

2. Optimized Cover Order Execution: SOR (Smart Order Routing)

- Instantly determines the optimal condition to execute a cover order based on the multi-band rate feeds from multiple counterparties. Cover orders are automatically split into optimal slices to achieve the maximum revenue and profit.

3. Sophisticated Dealing Environment: Dealing Cockpit

- The sophisticated dealing application is designed with the dealer's workflow in mind, featuring advanced dealing functions, easy-to-use interface, and all the information laid out to allow quick execution decisions.
- The dealing environment provides real-time monitoring of position from multiple angles such as "rate fluctuation" and "liquidity", while accurately assessing market risk including realized and unrealized P/L.

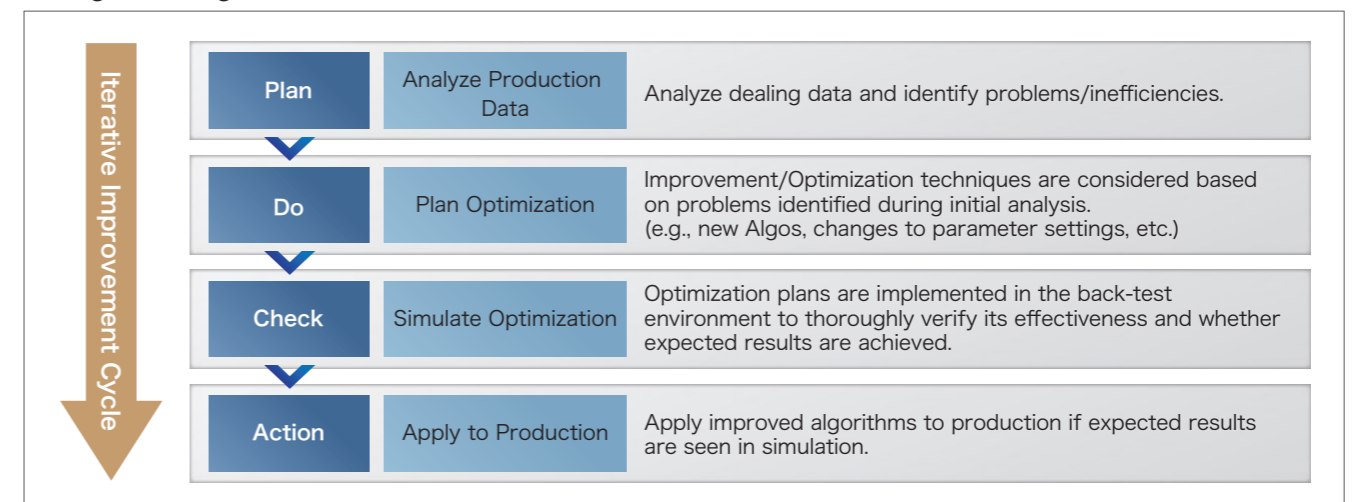
4. Unprecedented Speed: Ultra Low Latency Platform

- SimplexFX achieves unprecedented speeds by integrating Simplex's proprietary high-speed financial trading platform "Galaxy". Achieving cover execution latency of 1ms, SimplexFX can handle high-frequency rate feeds from counterparties and decrease cover order rejection, making sure dealing trades take place just as intended.

5. Experts on Call: Dealing Revenue Consulting

- Simplex's best-in-industry financial engineering experts and experienced consultants will provide on-going revenue and profit remediation based on clients' actual dealing data.

Dealing Consulting Flow



Customer Desk

Trading tools with a user experience aimed at maximizing trade opportunities

SimplexFX brings revolutionary operability and user-friendliness to the retail investor. The user experience (UX) is designed to accommodate both the beginner and the experienced workflows, while adapting to various devices such as smartphones and tablets, freeing the investor from the restrictions of place or time.

By providing multiple trading environments, the SimplexFX platform provides greater trade opportunity, resulting in maximized revenue potential.

1. Web-Based Trading Tool

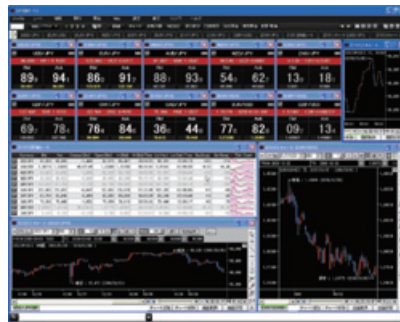
- Utilizing the latest web technologies such as HTML5, SimplexFX runs not only on the PC, but also on compatible tablets and smartphones. So as the retail investor's trading venue continues to diversify, so does SimplexFX's device coverage expand with greater speed.



Web-Based Trading Tool

2. PC Native Trading Tool

- SimplexFX's install-type desktop application provides a wealth of functionality and speed best suited for advanced FX traders who trade frequently. The native application provides order execution speed, stability, and analytical charts that can't be reproduced in a web browser.



PC Native Trading Tool

3. Smartphone App

- SimplexFX's native smartphone apps provide a beautiful and intuitive user interface for the mobile user. Since its release in 2009, SimplexFX's iPhone app has maintained a top position in the iTunes App Store finance category, and continue to be praised by investors around the world.



Smartphone App

Service that supports continuous growth

Highly customizable Integration/Operations/Maintenance Service Level

Simplex offers both an "On Premise" service at client's datacenters and a cloud-based "On Demand" service. Both providing clients with a high-reliability, high-performance application platform.

For Operations and Maintenance service, Simplex provides 365 days a year, 24 hour a day support teams to protect clients from unexpected system trouble and provide emergency response. Simplex also has a wealth of

experience audit support. Simplex has been praised for consistently providing all necessary audit trails and documents to clients in a timely manner during both accounting and system audits.

This information contained in this brochure as of January 2014 is subject to change.

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