



CFH acquisition

Building our B2B offering

The acquisition of CFH will strengthen Playtech's offering in the B2B market of financial trading and provide the foundation for future acquisitions as well as to become one of the only businesses to offer proprietary, dedicated B2C and B2B platforms to clients.

450

Customers and partners worldwide

80

Countries served

In November 2016 Playtech was pleased to announce the acquisition of a 70% stake in Consolidated Financial Holdings AS (CFH). CFH offers a Straight-Through Processing brokerage service which provides retail brokers multi-asset execution, prime brokerage services, liquidity and complementary risk management tools.

The agreement will back Playtech's target of creating a business-to-business financial software offering and will provide a significant growth opportunity for CFH by providing it access to Playtech's greater scale and financial strength.

Benefits of the acquisition

- CFH will remain a provider of STP processing and, due to Playtech's scale and financial strength, will be able to provide its customers with improved trading terms and more attractive margins
- CFH customers will have access to a deeper pool of liquidity through the addition of intra group liquidity arrangements, enabling more competitive prices and faster execution
- CFH will have access to the Playtech Financials division's wide range of CFD instruments which CFH will be able to offer on its clearing system over time
- CFH will benefit from Playtech's leading technological superiority to further develop its offering and improve client experience



Within the CFH Group there is:

CFH Clearing

FX Prime brokerage and regulated by the FCA and run out of London, providing institutional clients (mainly other retail forex brokers) with multi-asset Execution, Prime Brokerage services and trading technology.

CFH Systems

Technology company run out of Copenhagen, which serves Forex brokers and banks, offering end-to-end white-label solutions with extensive back office access and fully customisable front-end trading platforms, supporting brokers running both STP and market making models.

Tradimo

An online trading school and education website.