



## Markets.com

# The home for traders

Markets.com is a fast-growing provider of online financial trading platforms for B2C and B2B customers. Markets.com offers Contracts for Difference (CFDs) for online traders on more than 2,000 underlying global financial instruments comprising equities, indices, commodities, exchange-traded funds (ETFs) and foreign exchange.

## B2C platforms

Markets.com's proprietary web and mobile trading platforms are available to use online or downloadable for Android and Apple devices, on Google Play and the App Store and are available in 15 languages.

Both the web and mobile platforms are in-house developed, and specially designed to be intuitive, powerful and robust, catering for all levels of traders.

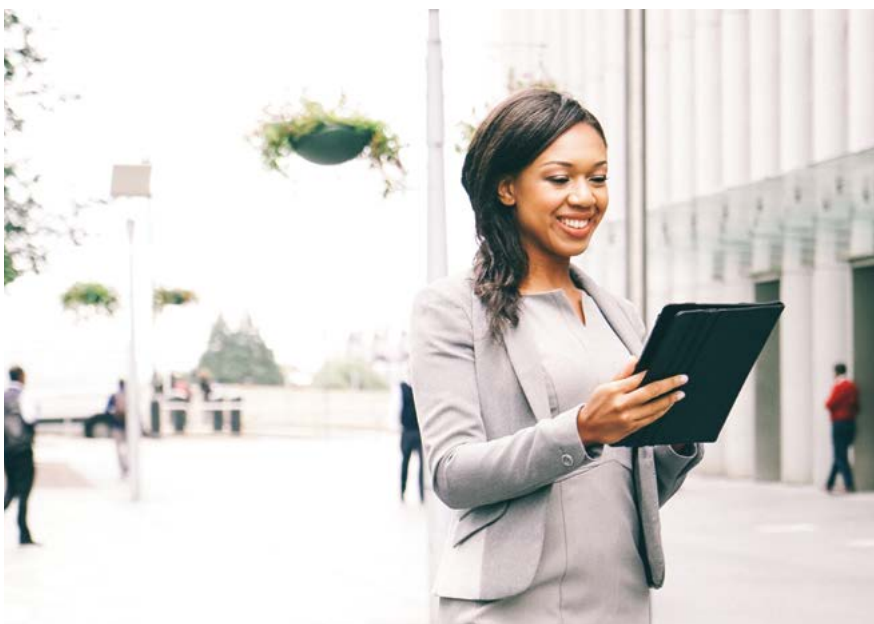
In Markets.com's Trading Central area, B2C customers can access data charts and other tools, including MACD, RSI, SMA, Support and Resistance, pivot points and over 50 other studies.

## B2B platform

Playtech's Financials division offers a full turnkey solution to operators in the financials trading space by utilising the software and infrastructure behind Markets.com as a B2B offering.

B2C operators utilising the Playtech Financials platform benefit from robust, reliable technology coupled with access to competitive spreads and exceptional, round-the-clock customer support.

Playtech has augmented its B2B offering with the acquisition of STP brokerage service provider CFH – see pages 26 and 27 for further details.



**MARKETS.COM**  
WHERE THE WORLD COMES TO TRADE



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## 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.