

PRESS RELEASE

JFD GROUP OPENS FRENCH OFFICE IN SOPHIA-ANTIPOLIS, FRANCE AND LAUNCHES EU-BASED KICK-STARTER PACKAGE FOR EMERGING CTAs / ASSET MANAGERS

- **Electronic Trading, Prime Brokerage and Wealth Management** solutions provider “Just Fair & Direct” (JFD) Group opens an additional international office in Sophia-Antipolis, France
- **New Managing Director Adrien Nejkovic** will lead the latest French-based R&D operation as well as the JFD Wealth division spearheading a team of seasoned financial markets and trading experts
- **JFD Wealth’s “Kick-Starter Package”** focusing on emerging CTAs / Asset Managers will provide FCA-based Portfolio Management umbrella licenses, ultra-low trading costs execution-only services, multi-account trading tools (PMS), as well as cost-effective access to an array of financial vehicles ranging from Managed Accounts, German and Swiss listed Certificates and ETFs, to Luxembourg listed Alternative Investment Funds

Sophia Antipolis, 13th November 2015 – Just Fair & Direct (JFD) Group, one of the world’s leading Electronic Trading, Prime Brokerage and Wealth Management solution providers, today announced the launch of an additional international office in Sophia-Antipolis, France.

“Since its inception, JFD has secured a predominant position in Europe, notably across French and German-speaking markets”, explains Cyril Tabet, Partner & CEO of JFD Group. “With this new office, we establish a presence in the heart of the largest European technology center to further enhance our state-of-the-art, cost-effective and risk-balanced algorithmic trading solutions powered by JFD Wealth, while moving closer to our European distributors and customers providing them with increased levels of support”.

JFD's core strength notably resides in its ability to conduct a brokerage activity providing DMA/STP access to 20 FX Tier1 Liquidity providers and over 80 exchanges coupled with an asset management activity. By cutting-off any unwanted brokerage intermediaries, hence sourcing direct brokerage revenues from its proprietary asset management activity, JFD Wealth eliminates the need of incurring any entry, exit, performance and management fees which significantly increases its overall retail investors' net annual returns.

In addition, based on a true win/win relationship and contrary to most online retail brokers, JFD operates the only large scale 100% Agency (Matched Principal) business model in the industry, offering a complete solution suite providing direct access to the main financial markets as well as to world-class investment products within a 100% client-centric environment, i.e. with any possible conflict of interest. Cyril Tabet emphasizes "in today's turmoil, while a majority of historical financial institutions are increasingly experiencing regulatory pressures and client disengagements, adopting a transparent, disruptive and democratic WIN (broker) + WIN (liquidity providers) + WIN (investors) does make a lot of sense".

Cyril Tabet adds "While retail investors are becoming more sophisticated and/or demanding, their access to world-class services and products remains extremely limited, if not strictly cut-off. Retail high street banks excel at imprisoning their clients within closed architectures composed of sub-optimal investment products. Reflecting the company's Just Fair and Direct core values, and leveraging from the latest business and technology transformations, this unique model allows JFD to address sophisticated active and passive retail investors, irrespective of their trading volumes or investment capacities, with a non-discriminatory, cost effective and risk-averse access to the financial markets through an array of products and services typically reserved to the Private Banking and Hedge Fund elite client base, a clear retail industry-wide uniqueness".

FOCUS ON INDEPENDENT FINANCIAL ADVISORS

JFD France will focus on expanding the European client base, as well as complementing JFD Wealth's offering notably by qualifying and addressing emerging Asset Managers (CTAs) and further developing its network of Independent Financial Advisors (IFAs).

JFD will provide qualified emerging Asset Managers with a comprehensive kick-starter package comprising FCA-based Portfolio Management umbrella licenses, ultra-low trading costs execution-only services, multi-account trading tools (PMS), as well as cost-effective access to an array of financial vehicles ranging from Managed Accounts, German and Swiss listed Certificates and ETFs, to Luxembourg listed Alternative Investment Funds.

JFD will also provide EU licensed IFAs with bespoke portfolio management plans tailored to their client's specific requirements: size of investment, access to funds, risk appetite, investment goals, and achievable targets, with a focus on absolute return Quants/HFT and capital-safe structured products.

In addition, JFD will grant emerging Asset Managers access to its proprietary online and offline distribution network composed of 350+ EU licensed IFAs spread across France, Germany, the UK and Ireland.

“Highly specialized Asset Management institutions are surely seeking for new assets and capable of managing these, yet they remain very exclusive and do not have the capacity to distribute to and support mass markets, while Independent Financial Advisors benefit from unmatched client proximity but are often less versatile than private banks and address relatively restricted client bases. JFD represents one of the most efficient and well-rounded solutions with respect to overcoming such limitations”, explains Adrien Nejkovic, the newly appointed Managing Director of JFD France and JFD Wealth.

“Our competitiveness in top end execution, powered by JFD Group’s global infrastructure, allows us to control the whole development/delivery chain and in turn deliver highly optimized Systematic Strategies tailored for Wealth solutions. Backed by a team of dedicated Private Banking, Asset Management, Research, Quants and IFA professionals, spread across Europe ready to connect the dots towards our clients’ personal investment objectives, at JFD we pride upon deploying one of the most innovative and democratic electronic brokerage and wealth management client-centric solutions within the retail market place”.

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About JFD:

Franco-German owned, led by industry experts Cyril Tabet (Partner & CEO) and Lars Gottwik (Partner & COO), and headquartered in Limassol – Cyprus, Europe’s second largest retail online trading hub, JFD is a game-changing and award-winning global provider of Electronic Trading, Prime Brokerage and Wealth Management solutions internationally licensed to provide a wide range of services, including execution-only, research and managed mandates with a focus on absolute return Quants/HFT and capital-safe structured products, available to sophisticated retail investors and institutional partners around the world via 3 distinct divisions: JFD Brokers, JFD Prime and JFD Wealth. Launched on December 2011, and contrary to most online brokers and market makers, JFD operates the only large scale 100% Agency model in the retail industry, offering all its customers, irrespective of size and volume of investment, the same direct and fully transparent access to financial markets.

Ranked the world’s 3rd largest retail online broker in terms of trading volume per account, 5th largest for MT4 trading volumes and 22nd for overall trading volume, JFD secured a solid presence in Western Europe while addressing a footprint spanning 60+ countries across 5 continents, establishing itself as one of the preferred trading and investment venues for sophisticated retail investors and institutional partners.

More information: www.jfdchange.com

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