



Press release

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Rakuten to become the first in Japan to launch RoboX™, Tradency FX Robo Advisor

Rakuten Securities, the world's third largest retail forex broker, is joining the growing trend of RoboX.

Tokyo, May 15, 2017 – Rakuten, Inc. and Tradency, a pioneering financial technology provider, today announced that the two companies have collaborated to launch the RoboX service. As a result of this newly formed partnership, the RoboX service with its friendly interface and sophisticated AI mechanism, will become available to Rakuten Securities, retail forex traders. Rakuten will become the first broker offering this service in Japan, and will also add the RoboX to its global financial services.

Tradency's RoboX, the smart trading machine is the new simple, personalized, and dynamic method of FX trading that uses technology to the trader's advantage. This service combines Robo advisory simplicity, such as using human language interface and presenting big data in a visual look, with a very complex AI technology to screen and sort trading strategies for the traders. The RoboX service is based on powerful packages of proprietary trading strategies. These elite trading packages are accompanied by proprietary risk matching engines which tailor each trader with a bespoke portfolio of packages best suited to their trading preferences and risk appetite.

“As the global financial technology (FinTech) evolves, we are also aiming to develop and provide new financial services that utilize artificial intelligence etc.” says Hiroaki Nagakura, Rakuten Securities Senior Executive Officer Global Head of FX Business FX Business Division “By providing our customers Tradency's robo-advisor service "RoboX" as the first broker in Japan, we believe it will be the best opportunity for the Japanese individual investors to try new technologies.”

“Being chosen by Rakuten is a sign of trust for us” says Gil Eyal, Tradency co-founder and President “We have invested in developing our role in the Japanese financial technology market for more than a decade, and believe that this new partnership with Rakuten, reflects our position as one of the top providers of this market.”

About Rakuten Securities, Inc.

Rakuten Securities is a subsidiary of Rakuten, Inc., and is one of Japan's major online broker, Founded in 1999, **Rakuten Securities ranks 2nd in terms of retail equities trading value in Japan. Rakuten Securities provides cutting edge online trading platforms called "MARKETSPEED" and "iSPEED" as well as data driven digital marketing activities for the highly demanding targeted clients. It is a successful, purely online broker that distributes a comprehensive range of products and services including domestic and overseas equities and future, mutual funds, OTC FX (over-the-counter forex), fixed income and commodities to a two million client base.

** Market share is calculated based on published data from each online brokerage company and statistics from the Tokyo Stock Exchange.

About Tradency

Tradency is a pioneering financial technology provider, focusing on B2B product development and advanced services for retail investors and retail traders. Tradency has been successfully providing automatic trading and advised investment platforms used by millions of end users globally. Financial institutions around the world, license and market Tradency's revolutionary financial technology, creating new market trends and business opportunities. Tradency invented the Mirror Trading concept in early 2005, forming a bank grade trading service that provides retail traders with valuable, professional knowledge and automatic trading strategy implementation. Since early 2015, Tradency is leveraging its success by bringing its established technology to provide financial institutions with a full stack digital investment ecosystem to serve the fast growing global robo advisory market and end-to-end, frontend & backend solutions for cross assets markets. Tradency is active in all 5 continents and has a prominent presence in Japan.

For more information, please visit www.tradency.com