



Mubasher Financial Services Supports 'Smart Borse' strategy

Honoured with recognition trophy by DFM for providing investors with trading access via its innovative smart phone application

Has conducted AED 1.7 billion smart phone transactions to date

Dubai, xxx October 2015: Mubasher Financial Services, one of the Middle East's leading financial institutions, is pleased to announce that it has been honored by Dubai Financial Market (DFM) with a recognition trophy for providing investors with trading access through its innovative smart phone trading application called [MubasherTrade Plus] which can be downloaded from [http://uae.mubashertrade.com/en/mubasher_mtplus.html]. To date, Mubasher has conducted AED 1.7 billion of smart phones transactions, which is 53% of the total value of trading via smart phones on the market.

Mubasher's smart phone trading technology empowers investors to be able to trade anytime and anywhere and supports the DFM's "Smart Borse" strategy, which is in line with the vision and directions of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai.

Mubasher's smart phone application is both innovative and dynamic because {MTrade Plus is one-of-a-kind trading solution providing real-time quotes, online trading, news and announcements that keep you in touch with the mobility of the financial market. MTrade Plus offers investors the ability to trade the UAE Markets online along with order management facilities, carry out portfolio evaluations and a number of other value added features and functions. }.

According to the DFM the total value of trading via smart phone applications was up 27% in the first nine months of 2015 reaching AED 3.3 billion compared AED 2.6 billion during the same period of 2014. It is expected to grow further in the years ahead providing Mubasher with a significant opportunity to capture further market share within the dynamic 'smart trading' market place.

Mubasher is committed to the 'Smart Borse' vision and to providing the UAE's investors with best in class trading technology and options which empower them to trade anytime and anywhere, which is an increasing necessity in this digital age.

On behalf of Mubasher Financial Services, Mohamed AlBallaa, Chairman of Mubasher Financial who received a recognition trophy from Hassan Al Serkal, Chief Operating Officer (COO), DFM said:-

"We are delighted to receive this prestigious recognition as it reaffirms Mubasher's reputation as the 'go to broker' of choice for high quality smart trading platforms and supporting technologies. We are strong believers in the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum and have been committed to supporting the growth of our domestic market through the development of



innovative technologies and multi-platform trading options which support the development of a 'Smart Borse' strategy. Together we can build digital trading platforms, which match developed market standards for innovation, professionalism and efficiencies. Our entire industry should be proud of our successes to date and excited by the opportunities that lie ahead".