

## **Successful Launch of CFD Trading Platform by CeFDex**

CeFDex successfully implemented its CFD trading platform at its co-operation partner flatex AG. Therefore CeFDex proves the functionality, breaks common structures and creates additional supply to banks and financial services companies.

Frankfurt am Main, January 1, 2009 – On time with the beginning of the New Year and the finalization of a successful testing period, CeFDex delivers a smooth implementation of a CFD-trading platform to its co-operation partner flatex AG.

On November 11, 2008 CeFDex launched the CFD trading platform at its first client, which is running smoothly since. The already existing customers of the co-operation partner can now benefit of a multiple expanded product portfolio, without having to open another CFD trading account. Therefore CeFDex has successfully introduced its client and co-operation partner into the CFD trading market. Also important for the customers of the partner company is, that the CFD trading falls under German law.

The securities trading bank CeFDex AG developed a new product supply for the CFD market, which significantly changes the competition pattern. The strongly increasing market segment of "Contracts for Differences" has only been offered by a few CFD-brokers. CeFDex opens doors as a pure B-to-B-supplier and creates opportunities to other banks, online brokers and financial services companies to start off with their own, complete CFD trading platform. CeFDex, as a German market maker, is responsible of the pricing of all CFDs. On the other hand CeFDex delivers the complete IT solution for the installation of an up-to-date CFD trading platform, which will be interfaced with the IT front end of the partner company. Interference into the IT of the partner is not necessary. The direct business relation to the end customer is directly with the bank or online broker. The end customer is unknown to CeFDex. Furthermore, CeFDex could integrate the CFD trading platform into all european systems.

"CeFDex will break up the present market division from classic online banks on one side and CFD-brokers on the other. In the future CFDs will also belong to the product portfolio of online banks, like stocks, funds and derivatives" explains René Diehl, managing board member of CeFDex, the idea of the business model. So far a direct customer relationship between market maker and end customer was the rule. As the first B-to-B-supplier CeFDex simplifies this process. The co-operation partner delivers solely anonymised customer details to CeFDex. This way a potential conflict of interests is excluded.

Besides the development of the product group CFD and a further supply of a free trading tool, CeFDex enables the co-operating online banks to internationalize their investment universe. Due to the broad CFD product portfolio of underlying instruments of stocks traded in foreign countries, commodities, indices and currencies, expensive and complex transactions at foreign stock exchanges do not apply.

The customers of the co-operation partner of CeFDex benefit as well from an easy handling of trading with contracts for differences. All transactions can be executed through the already existing online banking account in the future; therefore a second account for the CFD trader is no longer necessary.

### **About the CeFDex – founder and managing board**

René Diehl not only possesses many years of experience in the field of CFDs, but also in the German banking sector. In 2004 he took over responsibilities as branch manager for all German operations of CMC Markets and built the German business strategically and operational. Beforehand Mr. Diehl gained his financial know-how at various German credit institutions.

In more than seven years Harald Patt was responsible for the divisions Product Business Development and Sales with focus on Retail and Institutional Sales of the Eurex Frankfurt AG. He previously worked as an IT consultant. His function comprised the analysis, conception and implementation of IT solutions for the automotive industry in the divisions Financing and Customer Relations.

### **About the CeFDex AG**

The CeFDex AG is a trading securities bank based in Frankfurt am Main. The service portfolio is designed for the CFD market and comprises the divisions trading, IT solutions, consulting and service. CeFDex is a pure B-to-B partner for banks, brokers and financial services companies.

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