

# Press Release

29 May 2015

## **ayondo is the new main sponsor of the Bundesliga Football Club FSV Frankfurt.**

### **Creating top teams: both in football, as well as in Social Trading.**

- Successful Investing – set up a top trader team with Social Trading from ayondo
- The club is the ideal partner in sports sponsorship

*London, Frankfurt/Main, 29 May 2015* – The Frankfurt based Social Trading provider ayondo, has intensified its partnership with 2. Bundesliga football club FSV Frankfurt. In the coming season ayondo will become the official main sponsor of this tradition steeped club. The official announcement between ayondo GmbH and FSV Frankfurt has taken place on Thursday 28th May at a press conference in the Frankfurter Volksbank Stadion.

"FSV Frankfurt stands for success achieved through strength and financial stability. The cooperation over the past season convinced the club and ayondo that together, they make an ideal partnership, particularly with ayondo being an international company with offices in Frankfurt," said Robert Lempka, CEO of ayondo Holding.

The advertising slogan that ayondo will have displayed on the players chests is: "Successful investing with Social Trading – create a top trader team now."

Background: With Social Trading, investors are able to automatically follow experts, so called top traders, and profit from their successful trading via [www.ayondo.com](http://www.ayondo.com). To help select top traders, extensive ranking lists are available containing key metrics regarding a trader's past performance and risk management. In Germany, Social Trading is already enjoying significantly growing importance, particularly as it offers retail investors and traders alike, a new and innovative way of investing.

Football provides the ideal platform in order to bring this new way of investing to a broader public and at the same time to increase the brand awareness of ayondo. Team lineups, clever tactics and a fun active involvement are key factors that football and Social Trading share. This is also reflected in the partnership between ayondo and FSV Frankfurt.

"We are very excited about the next big step forward in this partnership and are proud to

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launch next season's jersey together with ayondo. We look forward to a successful cooperation between ayondo and FSV Frankfurt", says Clemens Krüger, Managing Director of FSV Frankfurt 1899 Football GmbH.

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## **About ayondo**

The ayondo group invests in new technology and high-growth business models that can be achieved through efficiency improvements within the banking sector. Core of the holding company portfolio is the Social Trading provider ayondo GmbH, based in Frankfurt and the broker ayondo markets Ltd. based in London. In 2013 ayondo was listed in the top 50 technology companies worldwide in the area of financial technology ("FinTech 50").

## **FSV Frankfurt 1899**

FSV Frankfurt was established on the 20th August 1899 as one of the most traditional sports clubs in Hessen region of Germany.

The club was founded by a group of predominantly working class local Frankfurter men. The club's greatest successes include reaching the final of the German championships against FC Nürnberg in 1925, winning the South German Championship in 1933 and reaching the Cup Final against Rapid Vienna in 1938. Since the start of the 2008-09 season, FSV has played in the 2. Bundesliga. This was achieved by two spectacular and successive league promotions from the Oberliga Hessen up to the Regional liga and then up to the 2. Bundesliga. Despite limited resources, FSV Frankfurt will play 2. Bundesliga for the eighth straight season and is the second longest serving club to play constantly in this league. Attributes which typify the club include being an ambitious family orientated club, down to earth and close to the people, thus reflecting the remarkable achievements from limited resources. These successes are also portrayed in the Club's current marketing campaign "by their own strength".

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## **Risk Warning**

Trade execution services are provided exclusively by ayondo markets Limited.

CFDs (contracts for difference) are high risk investments. Your capital is at risk. CFDs are not suitable for all investors and you should ensure that you understand the risks involved and, if necessary, obtain independent financial advice to ensure that these products fit your investment objectives.

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