

Press Release

3 February 2015

Peg Reed Joins ayondo

ayondo announces a strategic hire

London, 3 February 2015 – ayondo is pleased to announce the hiring of Ms. Peg Reed as Senior Vice President of Business Development. Ms. Reed's expertise and successful track record in creating, building and managing profitable enterprises spans over several decades. Her expertise in creating and migrating distribution streams of business for numerous organizations includes FX, CFDs, Spread Betting, Options and Binaries. Ms. Reed has been a senior leader at, amongst others, Bank of America, Standard Chartered Bank, Barclays Bank, IBFX and Gain Capital. Additionally, Ms. Reed together with a group of her peers, launched Hotspot FX in 1999, changing the FX marketplace, establishing the prime brokerage model for the ECN (Electronic Communications Network) community. Ms. Reed specialises in partnership relationships.

Her decision to join ayondo is based on the quality of technology, product depth on both the platform side with Trade Hub® and Social Trading capabilities, and the ambition and vision of the company and the management team.

"We are delighted to have Peg Reed join us at ayondo. With her extensive experience and network, she will bring ayondo's innovative and superior Social Trading experience to institutional partners," said Robert Lempka, CEO of ayondo Holding AG. "We see a rapidly rising demand in this new way of investing from the B2B and B2C side, as traders reduce the risk and experience more consistent performance."

Social Trading is an internet based and forward thinking form of investing. Investors can follow trading experts and their trading strategies at the click of a mouse on www.ayondo.com and thus copy their portfolio performance and trading signals one to one. The aim of Social Trading is to benefit investors who do not have enough time or sufficient expertise to trade themselves in the financial markets by giving those investors fully automated means and expert knowledge.

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About ayondo Holding AG

Formerly known as Next Generation Finance Invest. Since the restructuring in April 2014, the company now operates under the name ayondo Holding AG as an operational holding company, based in Zurich, Switzerland. ayondo Holding AG is a global leader in Social Trading, and Trading services, both B2C and B2B.

About ayondo markets Limited

ayondo markets Limited is based in London and is regulated by the FCA. The company offers Spread Betting and CFDs across a wide range of asset classes including currencies, commodities, indices and single stocks using its cutting-edge, proprietary electronic trading platform TradeHub®. ayondo markets is the broker platform for the Social Trading services of ayondo GmbH and also partners with a number of international companies.

About ayondo GmbH

ayondo GmbH, headquartered in Frankfurt am Main/Germany, is the first online market-place for real-time trading signals and connects signal providers and signal takers in an innovative and intuitive way. In 2013, ayondo was listed as one of the top 50 financial technology companies by FinTech ("FinTech 50").

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Risk Warning

Trade execution services are provided exclusively by ayondo markets Limited.

Spread Betting and CFDs are high risk investments and it is possible to lose more than your initial deposit. Spread Betting and 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. Tax law can be changed or may differ if you pay tax in a jurisdiction other than the UK. ayondo markets Limited is a company registered in England and Wales under register number 03148972. ayondo markets Limited is authorised and regulated by the Financial Conduct Authority, FCA Register number 184333.

Social Trading services are provided exclusively by ayondo GmbH.

ayondo GmbH is a tied agent of the DonauCapital Wertpapier AG and therefore registered in the intermediaries register of the BaFin.

† Spread Betting is currently free from Capital Gains Tax (CGT) and there is no stamp duty. It should be noted that tax treatment depends on your individual circumstances and may be subject to change in the future.