

FACTSHEET



WHAT WE DO

Saxo Bank is a fully licensed and regulated European investment bank specialising in online trading and investment. The Bank provides a wide range of products and platforms, giving private clients, institutions, banks and brokers instant and reliable access to financial markets. Saxo Bank provides its client base with access to over 160 FX crosses (including gold and silver), more than 7,000 CFDs, Futures and other asset classes, as well as portfolio and fund management solutions. Saxo Bank's trading platforms are offered to Introducing Brokers and financial institutions, and are also rebranded and customised for its White Label business. Read more on: www.saxoworld.com

PROFILE

Established in 1992 and headquartered in Copenhagen, Saxo Bank was among the first financial institutions in the world to develop an internet-based information and investment trading platform. From the outset, the Bank emphasised technology as a vital element for being competitive in the online trading industry. With a worldwide client base, Saxo Bank has been recognised for the excellence of its technology and the services it provides.

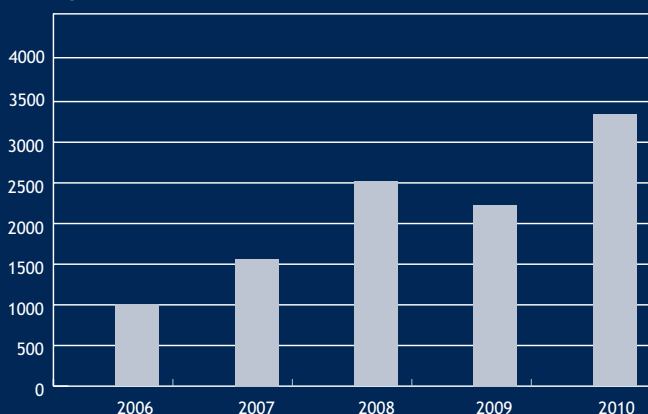
SAXO ASSET MANAGEMENT

Saxo Bank offers professional portfolio management to high-net-worth individuals and institutions. The acquisition of Sirius, Capital Four and a 51% stake of Global Evolution marked a new era for the Bank in the area of Asset Management and secured a stronger Nordic presence in portfolio management. Saxo Properties was formed in early 2010 offering both high-net-worth clients and institutional investors property investment products. The latest addition to Saxo Asset Management is CPH Capital, a new specialised Equity team launched to strengthen and further develop the equity-related service offering tailored to institutional investors.

FINANCIAL RESULTS

With net profit of DKK 644 million, Saxo Bank presented its best full-year results ever. Operating income reached DKK 3.3 billion for the Group in 2010 which is a 50% year-on-year rise compared to DKK 2.2 billion in 2009.

DKK MILLION



MILESTONES

2011:

- Opening of offices in Moscow and Brussels.
- Saxo Bank announces that TPG Capital will become a major shareholder in Saxo Bank.
- Saxo Properties enters into a joint venture with Resolution Real Estate Advisers LLP.
- Saxo Bank launches ForexTrading.com, a retail FX trading platform with low variable spreads.
- Opening of Saxo Privatbank.
- Opening of offices in Panama and Hong Kong.

2010:

- Saxo Bank and Microsoft launch "MSN Trader - Powered by Saxo Bank".
- Saxo Bank becomes major shareholder in Brørup, a Danish savings bank.
- During the first six months, Saxo Bank increases its net profit to DKK 551 million, exceeding any other full year in the Bank's history.
- Saxo Bank acquires the remaining 60% in Initto, a Danish IT services provider, and now owns the full company following a 40% stake acquired in 2009.
- Saxo Bank launches a new equity platform.
- Saxo Bank launches Saxo Properties.

2009:

- Saxo Bank acquires E*TRADE's local Nordic business.
- Saxo Bank acquires 25% of Banco BEST, a Portuguese online wealth management bank.
- Opening of offices in Athens, Amsterdam, Prague and Milan and Saxo Bank becomes the first Danish bank in the GCC region.
- Saxo Bank acquires Sirius Capital Management and later the entire share capital of Capital Four and 51% of Global Evolution.

2008:

- Opening of Saxo Bank Switzerland.
- Saxo Bank acquires French Broker Cambiste which later becomes Saxo Banque France.
- Opening of an office in Japan.

2006:

- Opening of offices in London and Singapore.

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BUSINESS MODEL

The best description of Saxo Bank's traditional business model is that of a facilitator. The bank offers products and services provided by third parties and offers access through its online trading platforms. These are Saxo-WebTrader, SaxoTrader and SaxoMobileTrader. Saxo Bank's business model relies to a certain extent on brokers and financial institutions who have a direct relationship with the client. They delegate the work of the operation and trade execution to Saxo Bank.

CLIENTS

PRIVATE CLIENTS: Saxo Bank has taken professional trading to retail investors, providing them with direct access to the global capital markets. Private clients have access to market news and analysis in the Equity, Futures and Forex markets delivered by various information and analysis providers in the financial industry. Saxo Bank offers a full educational package, TradeMentor, aimed at educating clients.

INSTITUTIONAL CLIENTS: Saxo Bank offers a range of trading and settlement services as well as B2B solutions for hedge funds, banks, international corporations and proprietary trading houses. Saxo Bank provides access to multi-asset trading, Tier-1 liquidity, competitive pricing and execution, real-time cross-product risk management, automated settlement and post-trade services.

INTRODUCING BROKERS: Saxo Bank's solutions for Introducing Brokers recognise their individual needs. The platforms, flexible account structure, easy-to-manage trading set-up, dedicated front and back office service and marketing support are just a few elements of the overall offering.

WHITE LABEL SOLUTIONS: One of the main advantages offered by Saxo Bank is a White Label solution built around a customised version of Saxo Bank's platforms branded under the White Label client's name. Saxo Bank offers the technology, the knowledge and the infrastructure to enable clients to enter or expand in the online trading market. Saxo Bank's White Label offering entails a client-branded or co-branded multi asset platform.

Although the Bank has procedures in place to manage the risk associated with the Bank's institutional clients, IB's and White Label clients, there is of course no assurance that an unlawful or unethical act cannot be committed by a client.

SPONSORSHIP

In June 2008, Saxo Bank signed an agreement with Riis Cycling, making Saxo Bank a co-sponsor of Team CSC. Team CSC Saxo Bank won the Tour de France in 2008. In both 2009 and 2010 Saxo Bank was the sole title sponsor of Team Saxo Bank. In 2011, SunGard joined as co-sponsor. In 2012 Saxo Bank will take over the full title sponsorship of Riis Cycling. In 2012 the name of the professional cycling team will be "Team Saxo Bank Professional Cycling Team."

Upholding and protecting basic standards such as the freedom of speech, freedom of religion and property rights, as well as freedom of association and the recognition of the right to collective bargaining, is an integrated part of Saxo Bank's value system. Over the years, the Bank has followed



AWARDS

For nearly a decade, Saxo Bank has been bringing home the industry's leading awards for its online trading platforms, technology and services. In July 2011 Saxo Bank won the "Best Liquidity Distribution Service" award at the annual eFX Awards 2011 hosted by FX Week in New York. Just a few months earlier Saxo Bank picked up six awards at the Euromoney Annual FX Survey 2011 in the following categories: Best Improved Overall Market Share By Volume (\$10bn - \$25bn), Best Improved Overall Market Share By Volume (\$5bn - \$10bn), Best Speed of Execution, Best Research and Analytics, Best Effective Risk Management and Execution Strategies and Best Integrated Workflow and Compliance Solutions.

In November 2010, Saxo Bank's WebTrader platform was named "Best Online Trading Platform 2010" by Shares Magazine. In June 2010, Saxo Bank received two awards for its White Label business. World Finance named Saxo Bank the 'Best White Label Solution Provider' and Profit & Loss named the SaxoTrader the 'Best Re-Labeling Platform'. In November 2009, Saxo Bank won FX Week's Best Bank for FX for Investors for the fourth year running. In May 2009, Saxo Bank won five awards in Euromoney's FX Poll 2009 and in 2008 Saxo Bank picked up five awards from key financial publications.

