



## Press Release

### **Al Safwa Mubasher Launches the Latest Online Trading Platform in the Middle East**

- The new platform offers a new and comprehensive experience of effective online trading while satisfying the needs of the investor by providing information, analysis and trading tools.
- The company describes it as a "technical leap in the Middle East's trading world".

Dubai, United Arab Emirates, May 16, 2019: Al Safwa has announced the launch of the latest online trading platform in the Middle East to be the most comprehensive and most responsive version of Mubasher Trade Plus.

The announcement comes in line with the company's efforts to maintain a sustainable development strategy for its services and products in order to enable its clients to evaluate, analyze and implement local and global markets with increasing efficiency that reflects the distinct potential of Al Safwa Mubasher's clients.

Ehab Rashad, CEO of Al Safwa Mubasher, said: "We are always striving to invest the time of market calmness in the development of our programs and services, which are primarily intended to be the foundation of our clients to maximize their profitability."

"We also strive to provide our clients with the best technology with fundamental differences in the trading experience to be distinguished from our competitors in different markets in all trading details, starting from placing orders to trading, passing by follow-up lists, and ending with account details.

"The new platform is the best so far. We have released a free trial version for investors from outside the company to test the new trading experience to the market in general and the application is completely free to all existing and future Al Safwa clients as we are keen to provide them with our latest services and products instantly.", Rashad added.

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## About Al Safwa Mubasher:

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With a legacy of trust, Al Safwa Mubasher maintains the pace of innovation in the UAE's financial markets. Only when markets feel that Al Safwa Mubasher has reached the limits of its' creativity, it proves that it's just the beginning of its' creative aspires. Al Safwa Mubasher believes that time and information are the essence and main drivers of the financial markets, so, it is keen to channel its' efforts to provide its' clients with all the tools that make them the fastest and most knowledgeable clients in the UAE financial markets.

Al Safwa Mubasher believes that one, two, or even ten markets are not enough to satisfy its' customers' ambitions. Hence, it offers the reach of 60 financial markets to trade directly through Al Safwa Mubasher platforms, and provide the clients with all the tools to help them invest as efficiently as possible.

Mubasher Financial Services is the first electronic securities trading company in the United Arab Emirates. It was the first company to combine DFM and Abu Dhabi Stock Exchange on one screen with one account to give the clients the convenience of trading in both markets at the same time via one platform only. In just a few months, Mubasher Financial Services has been at the forefront of the UAE market and continues to be among the top five companies for over a decade. Mubasher Financial Services and Al Safwa Islamic Financial Services merged in 2016. In no time Al Safwa Mubasher became one of the Middle East's strongest brokerage firms with a nominal capital of AED 564 million with a share of 77% for Mubasher Financial Services and 23% for other shareholders to complement the story of success with greater potentials with its' most important strategic partner... its' clients.

For more information, please visit [www.alsafwamubasher.ae](http://www.alsafwamubasher.ae)

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