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## ?Why FinaTek: Company

FinaTek is in business of selling a turn-key trading technology solution (software and services) to institutions operate on the spot retail Foreign Exchange (FX) and CFD markets. myForex Trading Platform - an order processing and position keeping platform - is our proprietary product that we license out. We are a visionary in the development of next generation FX trading applications that have revolutionized financial services software. We produce quantum leaps in the productivity of software that financial institutions can use to provide services for their customers.

Our mission is to produce the best and the most robust platform to support the retail Forex industry enabling exceptional trading functionality, superior pricing and liquidity, and faster executions. Since 1996 we are creating greater market efficiencies that ultimately increase trading volumes and even push the visibility of the retail FX trading arena to a higher level in the financial world.

In short, our goal is to be the preeminent technology development company for the retail FX industry by having our platform in use by FX dealing firms globally.

### FinaTek Vision:

We see our customers as partners, sharing in the success of our vision. We strive to improve the FX trading business around the world and to help each of customers meet their specific goals. We believe that our long term sustainable profitability is a result of having satisfied clients, which requires understanding of clients' needs and adjusting the product and services we provide accordingly. We combine the financial know-how, industry leading technology, and service offerings, to make this vision a reality.

### FinaTek Success Story:

In October of 2008 the UK-listed company IG Group Holdings PLC (<http://www.iggroup.com>) acquired an 87.5 percent stake in FXOnline (<http://www.fxonline.co.jp>) for \$260 million.

FXO started with our Platform in December 2004 while they were serving as one of the local IBs for IFX in Japan. We provided them with the leading edge myForex Trading Platform what allowed them to seamlessly switch from the IB to the Market Maker business model without increasing the market risk, but tremendously raising the profit margin. Our robust multilingual Platform had overwhelmingly attracted the traders' audience by its stability, easy of use, customizable look and feel, convenient and detailed reporting, ability to trade right from the chart, trade on the go, and many more amazing features. As a result, FXO was able to raise their client base almost ten-fold during the first year, and more than 30 times up till now. We benefit from the recent IG/FXO transaction by licensing our Platform to IG, and thus demonstrating that our flexible and scalable technology solution is ready for the big market players.

Since 1996 the founders of FinaTek (Alexander Ryvin, Anatoly Tkach, Andrew Sinitsyn) were designing and supervising the development of proprietary trading platforms for leading industry players like MGFG (recently acquired by RCG), CMS (the first US based Forex dealer who successfully implemented the FinaTek's Platform on their premises in 2003, and raised their client base hundred-fold since that time), FXCM (which became the largest Forex dealer in the United States), CBFX (later on acquired by IFX, and recently by CityIndex), FXSolutions (recently acquired by CityIndex), and many more.

**All these companies have one thing in common: superior technology put them ahead of competition and allowed them achieve astonishing growth patterns. It is our conclusion that highly specialized and advanced technology produced by FinaTek was instrumental in these companies' success.**

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## ?Why FinaTek: Solution

We address the newest and the fastest growing market in the world - Online Retail Forex and CFD Trading - \$77 billion daily trading volume in 2007, \$110 billion daily trading volume projection by 2010. The advent of online financial services is rapidly reordering this market by introducing new players and new value propositions.

The requirements of retail FX market with its unique and ever-changing business processes are not satisfied by the generic solutions provided by the large package application vendors. Most FX trading solutions are designed for institutional traders and do not take into account the dynamically growing number of individual investors willing to participate in the FX market. FinaTek recognized the reality of the market and created myForex Trading Platform - a turnkey solution for retail market segment.

### Product:

**Software: myForex Trading Platform** presents the complete set of features covering all areas of Spot FX and CFD trading, what makes it highly competitive on the trading software market today. The detailed description of the platform features can be found on our website: <http://www.finatek.com/system.htm>.

**SAS and On-Site Services:** On the top of the software solution FinaTek provides a secure SAS (Software as a Service) environment to support its customers. As a SAS provider we manage and deliver the application to multiple entities from a centralized data center across the web. It enables FinaTek customers to deploy the system more effectively and securely at remote sites. At the same time, the cost of the infrastructure surrounding the trading system is dramatically reduced. Our primary data center located at 111 8th Ave, New York, NY (Switch & Data) is TruSecure certified and SAS 70 Level II compliant in accordance with Sarbanes-Oxley guidelines. Maintenance includes 24/7 monitoring of the production site, data access lines, and data storage facilities. Production operations include full data and incremental log backups, with replication in a safe facility for up-to-the-minute recoverability.

Besides the ASP model, we practice on-site platform installation and support for the customers desiring to keep the platform in-house.

**Cost Effectiveness:** We provide various pricing models: transaction based, fixed license, profit sharing. Superb enterprise grade technology with its low hardware and labor resources consumption, as well as off-shore outsourced development allows us to beat the competitors' prices.

### Competitive Advantage:

Our market experience and high end technology we use give us substantial advantage over competition. Our current competitors' platforms are built on obsolete technology and lack some of the essential functionality required on the Retail FX market today. The detailed competitiveness research can be found on our website: <http://finatek.com/aboutus.html>.

**The benefits of FinaTek solutions are real. Whether you are integrating disparate systems, adding new applications, or launching a comprehensive systems replacement program, FinaTek is making it happen.**

**We also want you to think of our customer service on the same level as our technology. We are committed to your satisfaction and always welcome your feedback. We'll do all we can to make your experience positive.**