



GROUP LIMITED

equiti

Company Profile | November 2018

G R O U P L I M I T E D

equiti

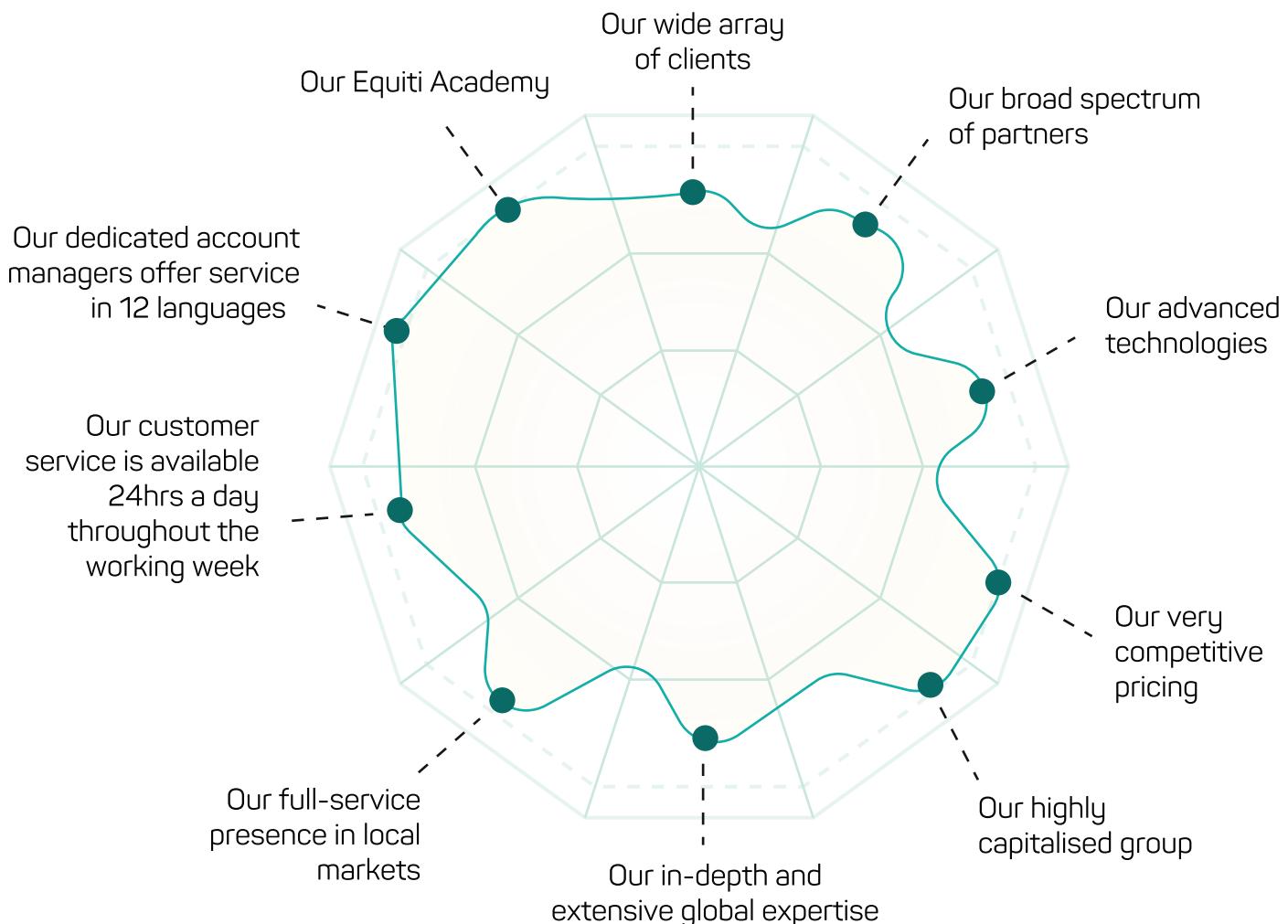


Equiti is a progressive provider of multi-asset financial products operating regulated financial trading brands across the globe.

We deliver direct and anonymous exchange-based execution services to retail, corporate and institutional clients.

Equiti is Unique

What sets Equiti apart is a combination of:



Our high liquidity which comes on the back of a large balance sheet supports stronger relationships and increased offerings.

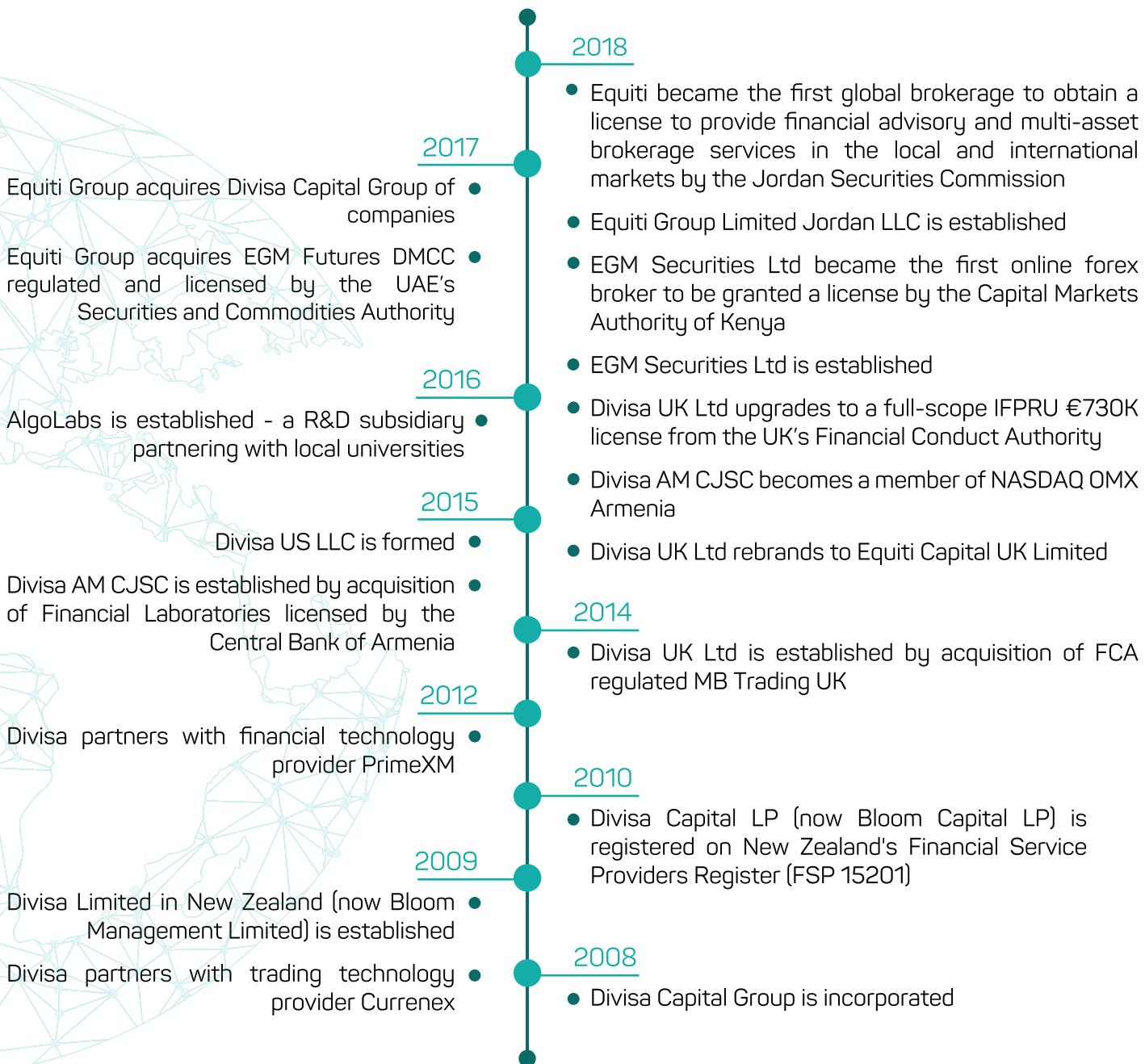
Equiti allows its clients to trade global markets with the support of a regulated full-service local subsidiary.

Our senior experts have regional and global experience working with high-net worth clients, top-tier banks, prime brokerages and technology providers within the brokerage industry.

Equiti provides depth of global industry and market knowledge, world-class professionalism and service-excellence.

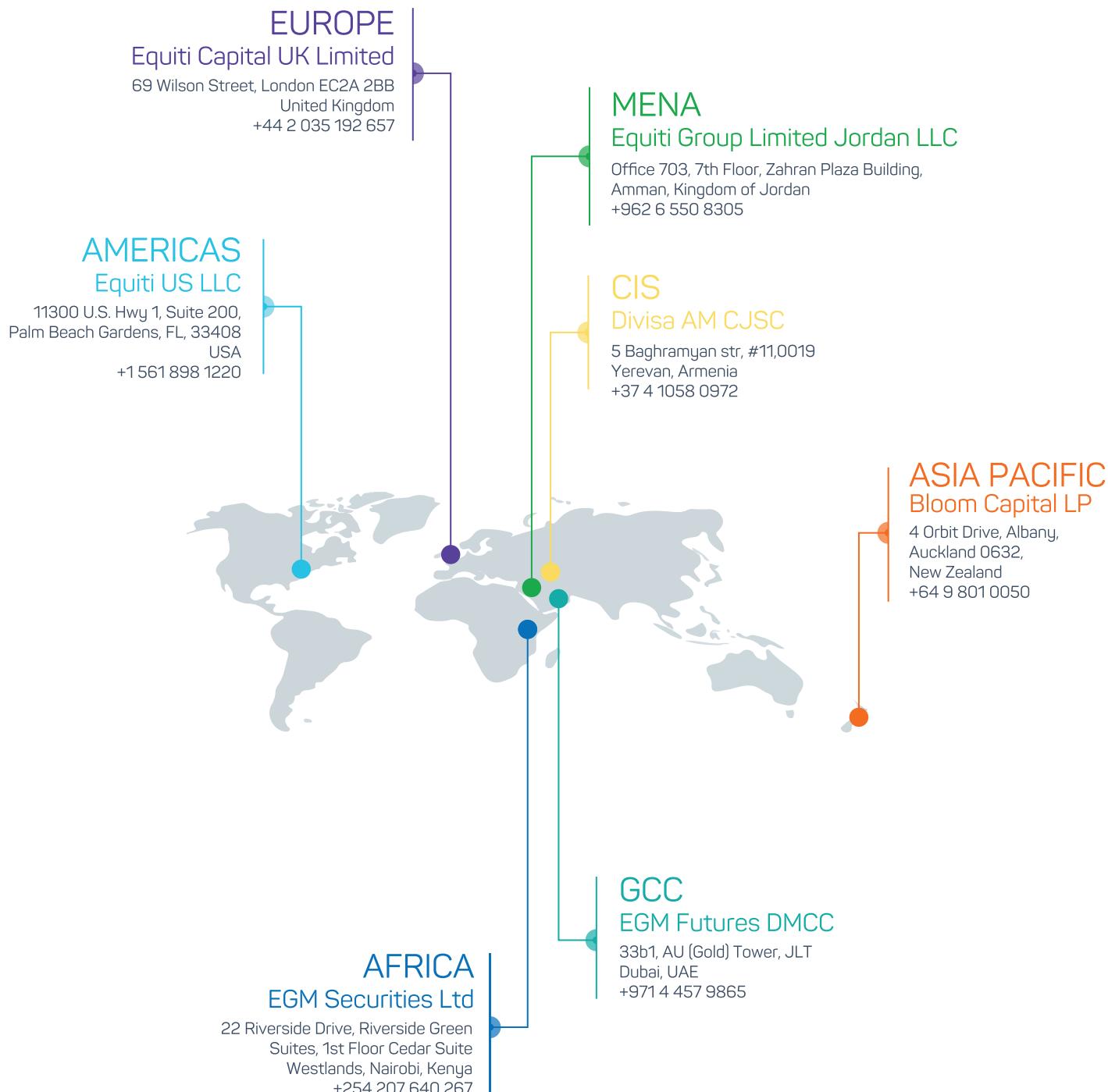
Our Rapid Growth

Equiti is poised to leapfrog into the industry's forefront by providing a local service with a global outlook, innovative technology and adherence to strict regulatory requirements in multiple global jurisdictions.



We are incredibly pleased to extend our global footprint to support local markets with our global expertise, and provide financial trading instruments that will advance and deepen the financial markets in countries where we have a local presence.

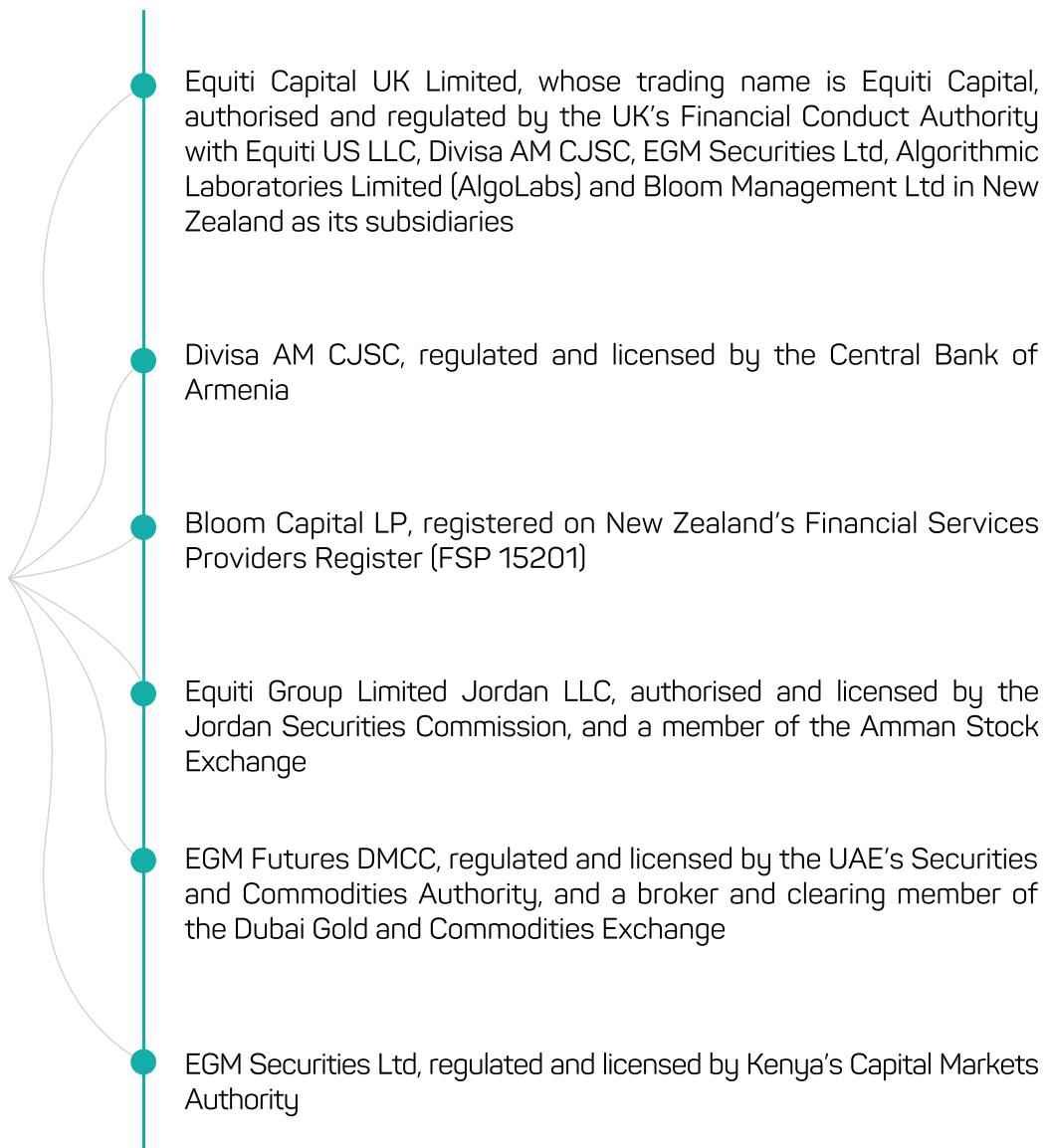
Equiti Group's global footprint includes local offices in the UAE, US, UK, Jordan, Kenya, Armenia and New Zealand, and is supported by over 170 global specialists.



Equiti is Locally Regulated

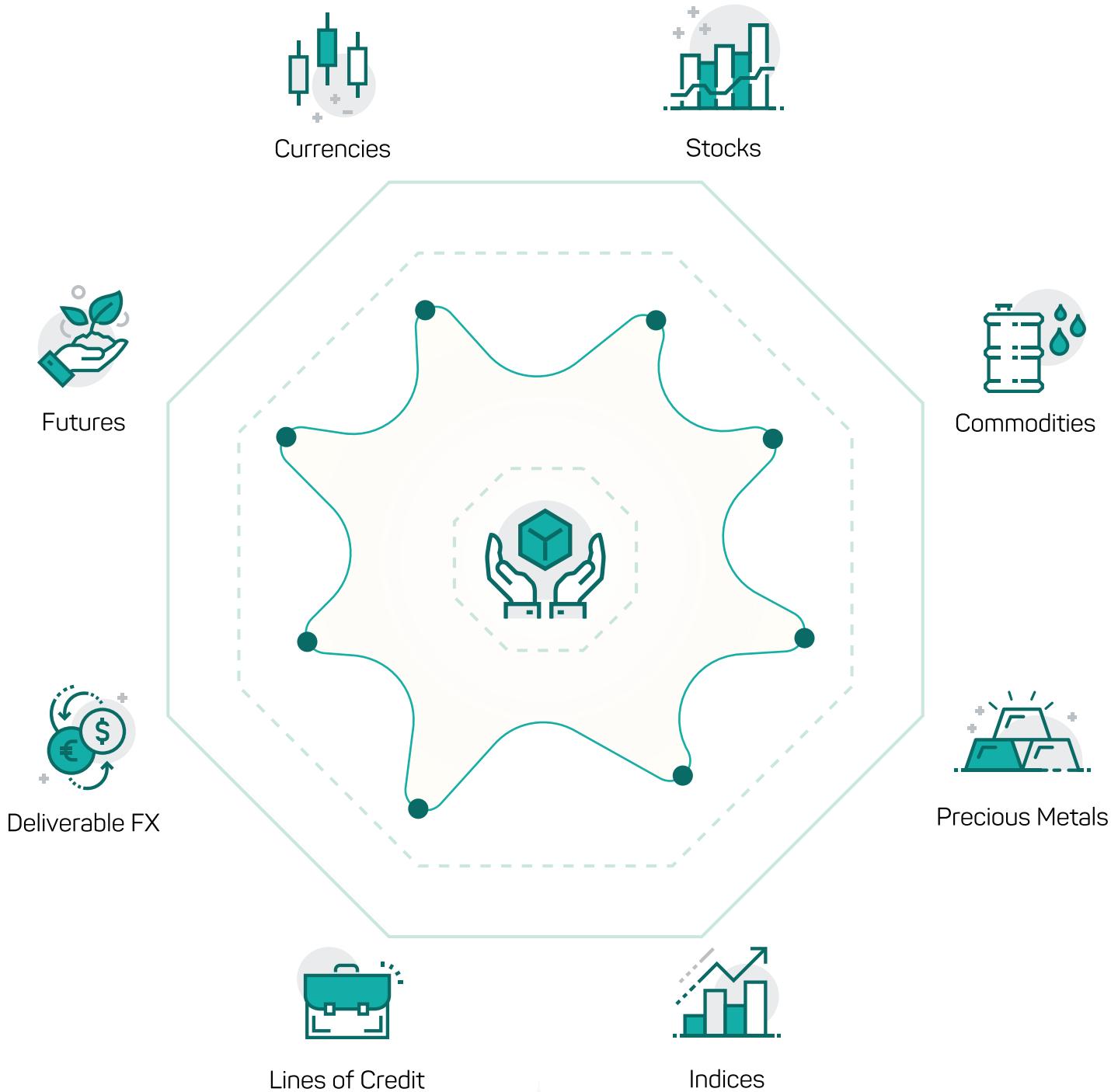
Equiti is highly regulated across multiple strictly-regulated global jurisdictions. Our institutional, brokerage and retail offerings are tailored to meet both global and local market requirements.

Companies within the Equiti Group include:



Our Offerings

We offer trade execution and clearing services to institutional clients and business-to-business and professional traders for a wide range of electronically traded products including:



CFDs are complex instruments and come with a high risk of losing money rapidly due to leverage.

75.33% of retail investor accounts lose money when trading CFDs with this provider.

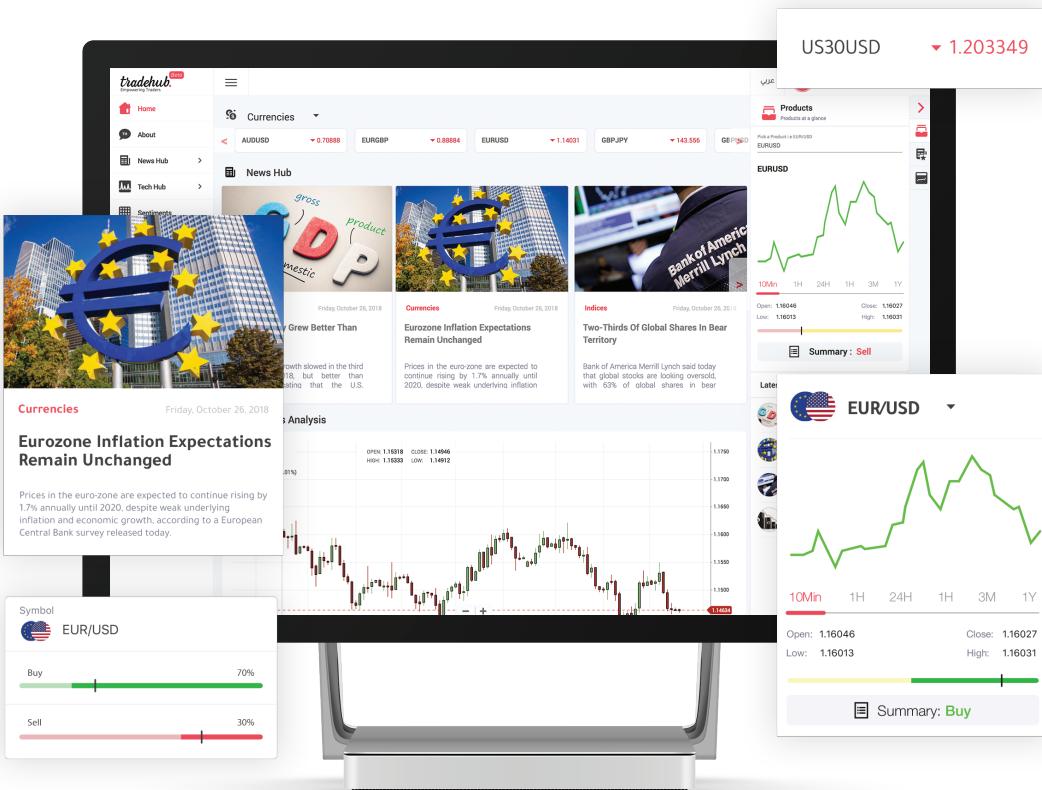
You should consider whether you understand how CFDs work and whether you can afford to take the high risk of losing your money.

Empowering Traders

equiti

Equiti is the proud supporter of TradeHub.com, a registered research service that provides an unrivalled combination of best in-class market coverage, news, commentaries, trends and trading education.

tradehub.

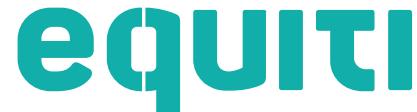


TradeHub.com is poised to become the go-to portal for those seeking useful tools and reliable data related to the global financial markets. Tradehub provides users access to real-time quotes, streaming charts, up-to-date financial news, technical analysis, economic calendars, advanced webinars, trading sentiments, and financial calculators. But that is not all. The site also offers in-depth information on Currencies, Indices, and Commodities provided by a team of market professionals working around the clock to get the latest news, reports, and video commentaries from markets across the world.

The wealth of current information this web portal provides to users enables them to become better-informed traders and advances their overall knowledge about Capital Markets.

TradeHub is a registered research service powered by Equiti.

State-of-Art Platforms



We provide trading support and services on the world's leading trading platforms MT4 and MT5.



MetaTrader 4

MT4 – Is an electronic trading platform widely used by online retail foreign exchange traders. The software is licensed to foreign exchange brokers who provide the software to their clients. MT4 offers wide technical analysis options, flexible trading system, algorithmic and mobile trading, Market, Virtual Hosting and Signals.

[MT4 for iPhone](#)
[MT4 for Android](#)
[MT4 for PC](#)
[MT4 for Mac](#)
[MT4 for Android Tablet](#)
[MT4 for iPad](#)


MetaTrader 5

MT5 - Successful traders from around the world have chosen the MetaTrader 5 multi-asset platform for trading Forex, exchange instruments and futures. The platform offers advanced financial trading functions, as well as superior tools for technical and fundamental analysis. MetaTrader 5 can also trade automatically by using trading robots and trading signals. In addition to the desktop and mobile versions, the platform is available on the web and can be accessed from any device.

[MT5 for iPhone](#)
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[MT5 for PC](#)
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[MT5 for Android Tablet](#)
[MT5 for iPad](#)

equiti V A U L T

Equiti Vault is our new generation trading platform that provides best-in-class connectivity to Tier 1 banks and non-banks such as hedge funds, corporates and bank treasuries. Equiti's in-house tier 1 - prime brokerage setup via BNP Paribas enables users of Equiti Vault direct access to global liquidity via servers in New York, London and Tokyo.

Equiti Vault has an internal FIX engine that makes the trading platform one of the fastest, most powerful and modern in the market. It offers users the benefit of an easily accessible, dynamic, user-friendly interface with a wide range of powerful functions that makes it easy to use.

Our Support



Our Service Support

Our dedicated client relationship managers provide service support during global trading hours, 24 hours a day throughout the working week in 12 languages: English, Arabic, Italian, Spanish, French, German, Armenian, Hindi, Swahili, Chinese, Urdu and Russian.



Our Educational Support

We provide extensive educational support and training in English and Arabic through our online educational portal - Equiti Academy.

Equiti Academy provides a wide range of educational tools including regular seminars, webinars, videos, articles and commentary on our social media channels including Twitter, Facebook and LinkedIn as well as in-country workshops.



Our Research

We keep our clients informed of daily market developments and market updates, market wrap-ups, news, and business developments through our daily newsletter - Market Track. Market Track is delivered to our clients for free as part of our ongoing client support service.

Our Markets and Analysis team also produce comprehensive quarterly markets overview reports, profiling key global markets and commodities to inform, empower and support our clients with their trading decisions.

Vision & Mission



Our Vision

Equiti Group's ambition is to be the global online trading services leader; driven primarily through innovative trading technology, local and global market expertise and client-tailored solutions.



Our Mission

Our Mission is to achieve excellence in everything that we do and to consistently exhibit:



Strong
business
ethics



Maintain an excellent
reputation and track
record in the market



Deliver lower cost of entry
for our clients and best-in
market prices



Built for Traders

We pride ourselves in delivering an unrivalled combination of best-in-class products, state-of-the-art technology and expert support.

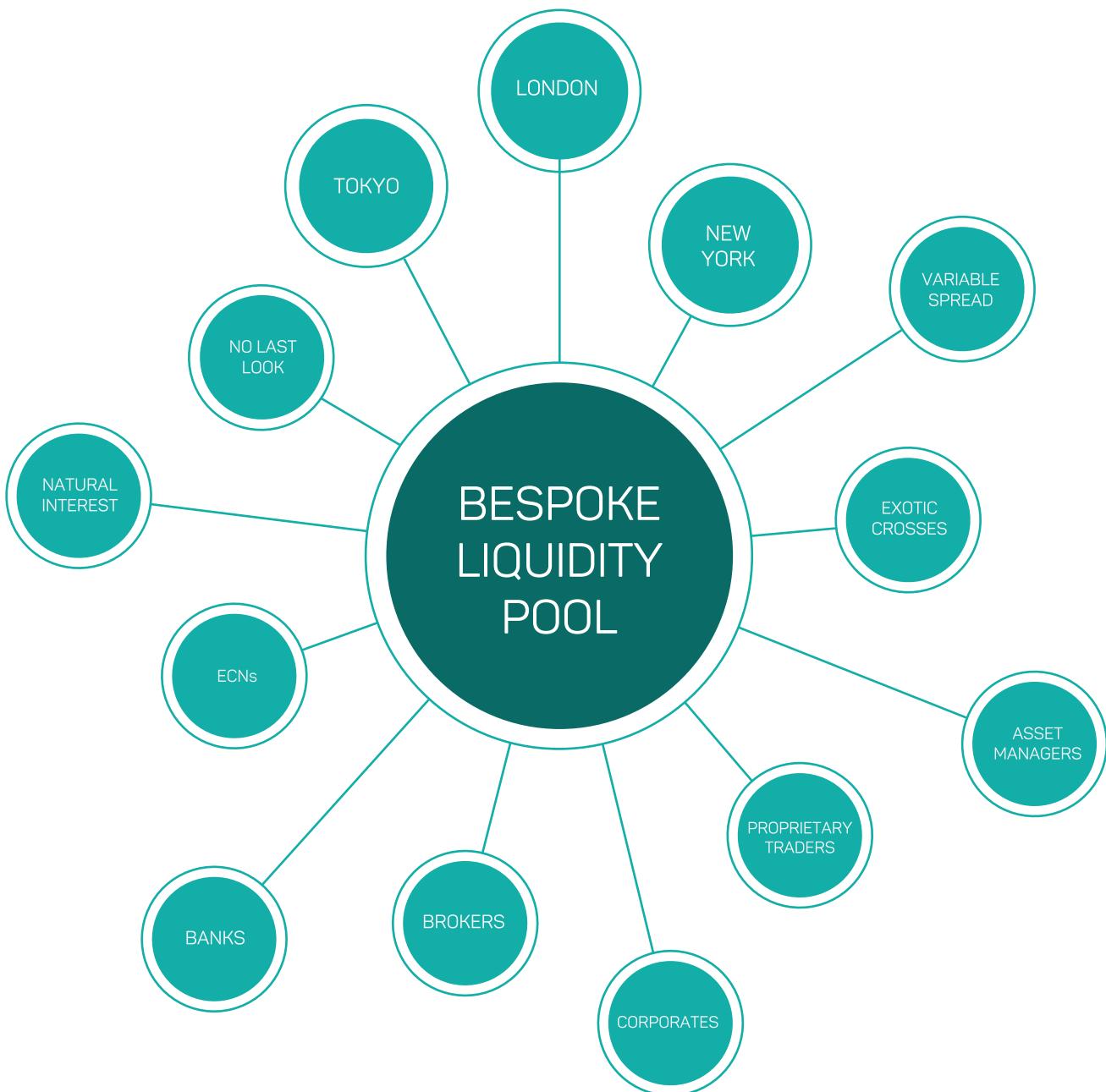
We offer liquidity from the world's largest banks and liquidity providers and facilitate segregated trust accounts with top-tier banks.

The onboarding of highly skilled and localised resources, our state-of-the-art technology, analytics and all aspects of operations, from trading tools and signals to educational tools and customer service technology, advances our leading industry position.

Utility in Liquidity

Our business model leverages its strong industry relationships and access to top-tier liquidity pools to partner with professional and institutional clients seeking superior trading conditions.

Our powerful technology supports leading front-ends and FIX API connectivity to the firm's regional matching engines located in key FX data centers in London, New York and Tokyo.



We provide aggregated liquidity pools from a wide range of bank, and non-bank providers and ECNs such as Fast Match, Currenex and Hotspot.

Built on Trust



Our journey began in 2008 with the commencement of trading operations under Divisa Capital.

With a mission to fulfill a growing gap in the market left by the credit crunch, we offered accessible Prime Brokerage services with real liquidity from top tier banks and ECN venues. Since then, we have continued to focus on our exceptional customer support and innovative liquidity solutions to grow as the prime brokerage of choice for a diverse range of clients.

Our strength is underscored not only by the successes of the chief executives and teams who led well-known brokerages to the forefront of the industry, but also by the relationships we forged over the last decade with clients, regulators, financial institutions, technology providers as well as investment groups.

Our passion and adaptability is what enables us to grow, increase our customer base and drive the business forward.

A History of Firsts



We were one of the first brokers to offer liquidity and margin trading using Currenex Viking & Classic platforms along with native MT4 bridge to improve trading conditions for brokers.

With growing popularity of the MetaTrader 4 platform, the Group began offering White Label type services via a newly established tech division in 2010. The result was reduced barriers of entry for smaller brokers who immediately benefited from our expertise and infrastructure in platform administration.

The Group innovated again partnering with PrimeXM technologies to adopt their MT4 Bridging and Xcore technologies. This partnership allowed us to further optimise trading conditions for clients by launching localised matching engines in Equinix NY4, LD4 and TY3 locations.

Architects with Vision

Equiti's establishment and future growth is being cemented on the back of extremely stringent and robust corporate governance and management principles and structures.

Our road ahead is being shepherded by key individuals that have made a strong mark in the industry. At the helm as the Group CEO, Iskandar Najjar is a well-known figure within the FX industry, especially in the Middle East region, where he was instrumental in establishing some of the most well-respected brands.



Iskandar Najjar

CEO, Equiti Group

Iskandar is the CEO of the Equiti Group of companies. He has a strong track record leading and growing FX and CFD companies in the Middle East. Iskandar is the former MD of ADS Securities for the Middle East & Africa (MEA) region, and CEO of Alpari ME. Under Iskandar's leadership, Alpari ME became the leading FX firm in the Middle East region.

Iskandar began his career as a financial advisor working for Barclays bank in the UK before transitioning to work in the FX industry. Iskandar holds a MBA from the London Business School and a MSc in Finance from Leeds Beckett University.



Mohamed Al-Ahmad

Managing Director: Middle East & Africa

Mohamed is the Managing Director for Equiti Group's Middle East and Africa regions, and the CEO of EGM Futures DMCC. His extensive career in the industry spans over fifteen years. He started his financial career with Thomas Cook, Travelex UK and Alpari UK in the City of London. Mohamed moved to the UAE to serve as the COO, and later the CEO of Alpari ME before becoming the CEO of Axitrader ME DMCC.

Mohamed was instrumental in developing the business operations of both firms and establishing them as the leading pioneers in the FX industry in the region. He is a successful business leader and results-driven senior executive manager with coherent business practices that maximize revenue growth and strengthen company operations across the group.



Mushegh Tovmasyan

Managing Director & Group Executive Committee Member

Mushegh is the founder of Divisa Capital and a member of the Equiti Group executive committee. He has over 15 years' experience in the online trading industry. His senior management experience in FX and CFD spans regulated companies in USA, UK, UAE, Germany, Switzerland, San Marino, Cyprus, Japan, Armenia and New Zealand.

Mushegh's strong technology background and hands-on management experience across various global jurisdictions has enabled him to excel in leadership roles, pushing all his ventures to the forefront of the modern fintech era.

Architects with Vision



Brian Myers
CEO, Equiti Capital - UK

Brian has accumulated a wealth of experience in the rolling spot FX and CFD industry. Having held executive positions in some of the world's largest brokerages such as OANDA, FXCM and Alpari (UK), Brian most recently led GKFX Financial Services as Chief Executive Officer. He has a strong focus on corporate governance, compliance and driving the commercial areas of the firm.

Brian holds a degree in Economics and a CFA Level 3 Certificate. He is approved in the UK by the Financial Conduct Authority to hold CF1 and CF3 controlled functions and is a NFA registered Approved Person.



Gary Dennison
CEO, Equiti US and Director of Bloom Capital - New Zealand

Gary is one of the founding partners of Divisa Capital. He has over twenty years of experience in the financial services industry. Prior to joining Equiti, Gary was a floor broker and exchange member of the Chicago Board of Trade (CME Futures Exchange) with EDF Man Financial and the top producing sales executive with Global Forex Trading. He was the founder of one of the fastest growing online FX firms in the US.

Gary's extensive and diverse experience in the financial industry has helped develop a wide range of business strategies and key relationships for the Equiti Group. His proven history of success in the industry will help Equiti with global growth, product development and maintaining key corporate values.



Artak Nahapetyan
CEO, Divisa AM - Armenia

Artak has been the CEO of Divisa AM since 2015. Previously, he established and headed the Finlab CJSC Investment Company, which was acquired by Divisa UK in 2015.

He started his career as a senior specialist in the FX and Securities Markets Operations Division of the Financial Operations Department of the Central Bank of the Republic of Armenia. From 2005 to 2012, Artak held senior and chief executive roles within the Ameria Group, a group of financial services companies.

Artak holds a Masters degree in Applied Mathematics from Yerevan State University, in addition to a 'Certificate of a CEO of an Investment Company' and a 'Certificate of a Chief Accountant of an Investment Company' issued by the Central Bank of Armenia. Artak is also a professional member of the Institute of Internal Auditors.

Architects with Vision

**Khaldoun Sharaiha****CEO, Equiti Jordan**

Khaldoun has over ten years of experience managing multiple successful retail and institutional sales teams in the forex market. Prior to joining Equiti, Khaldoun was head of the MENA region at Dukascopy Bank in Geneva where he established the Arabic desk, and led the team tasked with retail and institutional clients from the MENA region.

In a previous capacity as Director of Sales at ADS Securities in Abu Dhabi, Khaldoun managed a successful retail sales team. Having acquired a unique set of skills in sales management and structuring, Khaldoun is able to build strong client relationships and leverage the vast amount of sales opportunities present in the MENA region.

**Kevin Ng'ang'a****CEO, EGM Securities - Kenya**

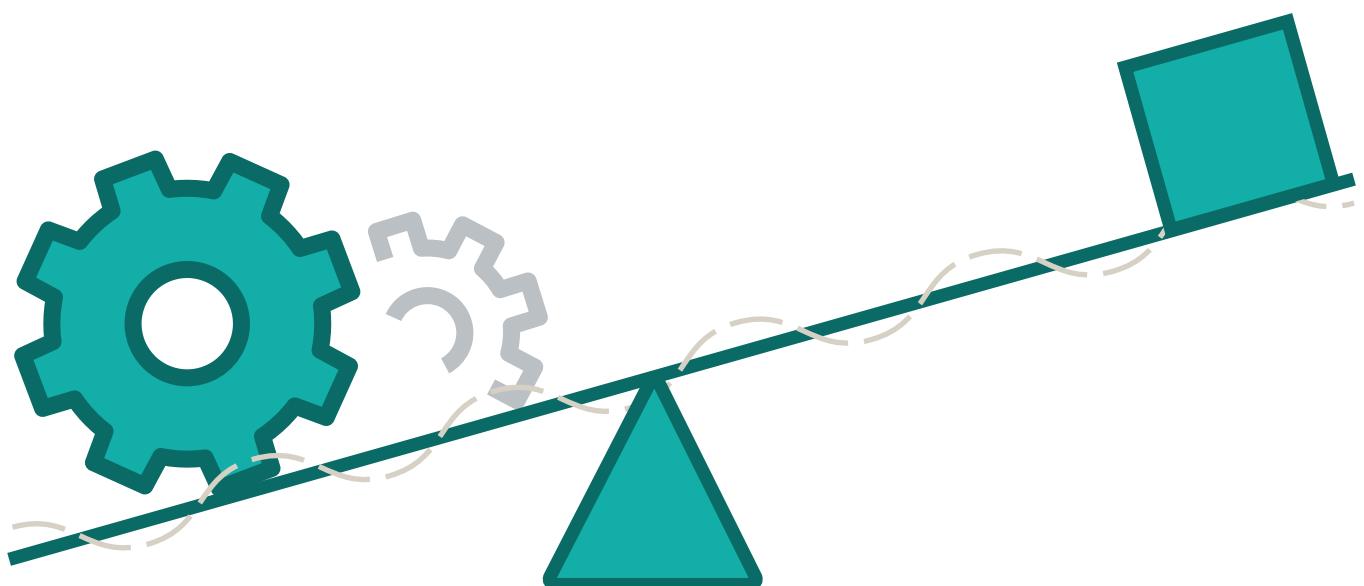
Kevin is a senior treasury and financial and risk management executive with over sixteen years exposure to international money markets, asset liability management, fixed income, cash management, correspondent banking, consumer business, risk management and structured product segments. Prior to joining EGM Securities as CEO, Kevin was the Regional Treasurer of United Bank for Africa (UBA).

Kevin holds a BCom degree in Finance from the University of Nairobi. He is an alumnus of the Strathmore Business School where he is currently pursuing his MBA (Strategic Management). He is also a holder of the ACI Dealing Certificate as well as an SA Certified Options Dealer.

The Real Leverage

We are a team of passionate traders, tech evangelists and market educators, proud of a heritage that hinges on innovation, transparency and service-excellence.

We believe that trading should be an easy, safe and productive experience. Our offerings are an extension of this philosophy. This philosophy will go a long way in ensuring that Equiti is the real leverage in a market teeming with standard brokers and companies offering parity products and commonplace services.





G R O U P L I M I T E D

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Equiti Capital and Equiti UK are trading names of Equiti Capital UK Limited (Company No. 07216039), which is authorised and regulated by the Financial Conduct Authority (firm reference no. 528328), with its company registered address at 69 Wilson Street, London, EC2A 2BB, UK.



