



## DESIGN PRINCIPLES

### *The crème de la crème*

We sweat the details to deliver a premium, and compelling experience in an industry where design craft is a rarity.

### *Each piece with purpose*

We are a long-term evolving platform, built for the future from the blueprints we make today.

### *Accessibly complex*

We take the creative, complex, and constantly shifting nature of our product seriously.

### *An open book*

We fight ambiguity to deliver an informed and inclusive trading experience that is clear, consistent, honest, and worthy of our customer's trust.



# DESIGN PROCESS

