

FXBLUE

FinTech services for banks, brokers, liquidity providers and crypto exchanges in 20+ countries since 2010



www.fxbluelabs.com

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Serving FinTech Customers in 20+ Countries

1

Innovative and cost efficient

FinTech products and services

2

Trusted by market leaders

Serving the biggest costumers in Brokers and Prop firms market

3

Resilient cloud-based architecture

24/7 availability

4

Providing GDPR compliant Leads

Get new clients from 120+ countries, target specific regions.

5

Marketing opportunities

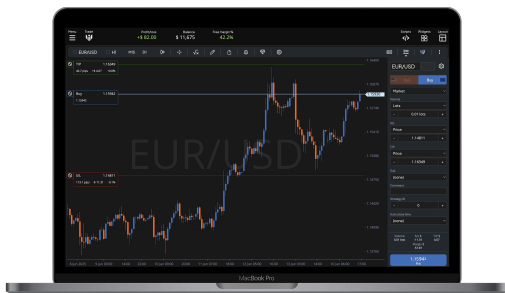
Serving traders in 120+ countries with 100k+ monthly users on www.fxblue.com

APP SUITE

Differentiate!
Attract, convert, and retain traders with a suite of pro tools for MT4/5

- 35+ tools
- No server integration or plugins
- Over 10 languages
- Used by MT4/5 brokers since 2010
- No charge for demo users
- Your own branded videos
- Comprehensive user guides
- Free sales team training

Charting



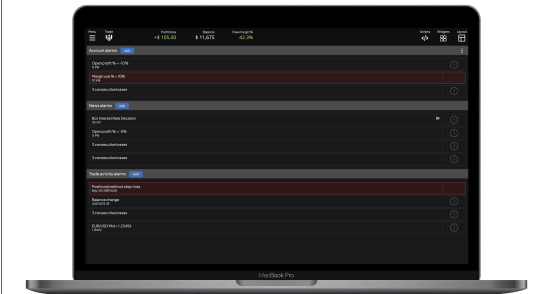
Sentiment



Currency Strength



Alarm manager



“A strong product and customer support were key considerations for us and FX Blue deliver on both fronts, plus they have a great team. Their multilingual App Suite for traders is especially popular with our clients.”

WEB & MOBILE TRADING PLATFORM

Multi-asset web & mobile trading app
Desktop-level power in the browser
Uniquely configurable

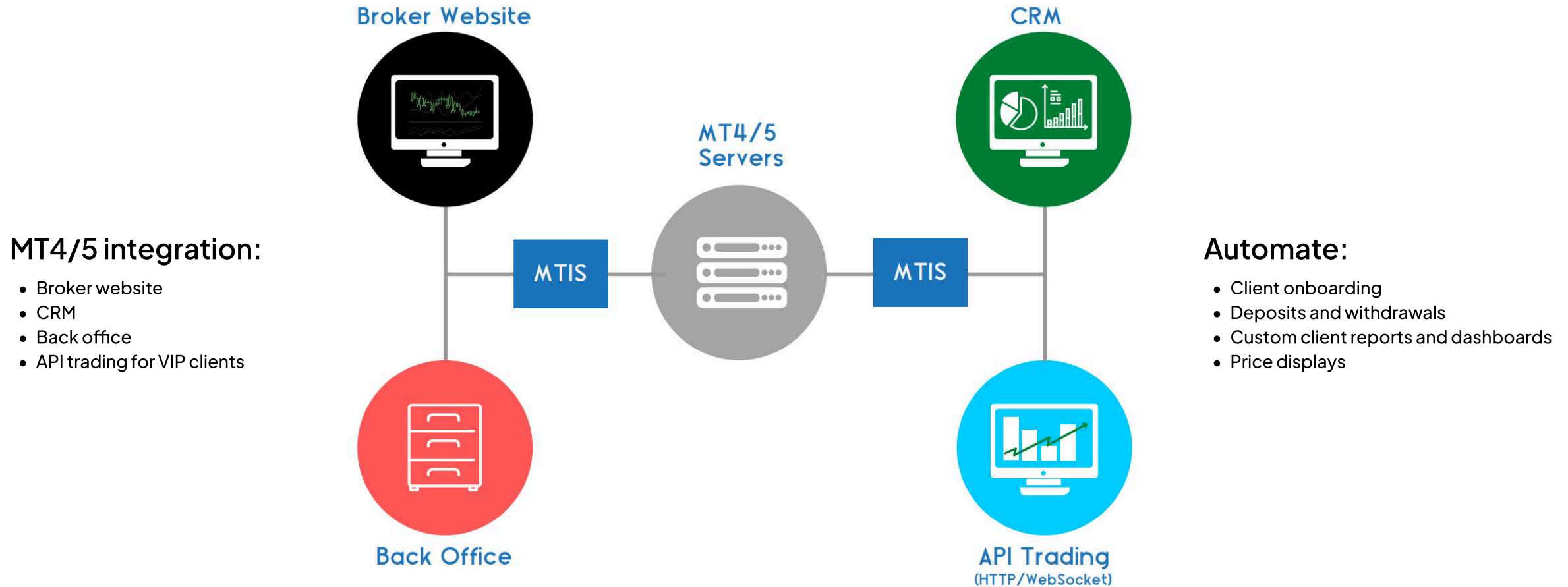
- Large range of trading tools: sentiment, correlation, and many more..
- Easy to use, but plenty of comprehensive tools for the advanced trader
- Market-leading charting
- Completely configurable by the trader and/or broker
- Full touch support, including momentum scrolling and pinch-and-zoom
- Native iOS and Android apps
- Compatible with any REST/websocket API

“Smart Trader Tools from FXBlue are designed to help unlock clients’ full trading potential. A suite of expert advisors to help improve trade execution and risk management, they’re an important part of our premium client offering.”



MT4/5 INTEGRATION SUITE (MTIS)

Automate time-consuming and expensive MT4/5 integration processes



MT4/5 integration:

- Broker website
- CRM
- Back office
- API trading for VIP clients

Automate:

- Client onboarding
- Deposits and withdrawals
- Custom client reports and dashboards
- Price displays

LP Spread Analytics

Compare LP spreads Quality control of price feeds in real-time

LP spread comparison:

- Compare multiple LP feeds
- Spread recording for BBO and VWAP
- Averages per session as well as total
- View live data and market depth
- Daily summaries on the web or by email
- Pre-trade price transparency

Real-time alerts:

- Spread
- Price age
- Price change
- Market depth
- Server outage
- Alerts by email and SMS

Example - 3M VWAP

SYMBOL	LIVE SPREADS			SPREAD	OVERALL (ALL HOURS)			TOKYO SESSIONS			LONDON SESSIONS		
	BID	ASK			S-MIN	AVG	S-MAX	S-MIN	AVG	S-MAX	S-MIN	AVG	S-MAX
EURUSD					0.6	0.7	0.9	0.5	0.6	0.8	0.4	0.6	0.7
USDJPY					1.0	1.2	1.4	0.7	0.9	1.1	0.6	0.8	1.1
GBPUSD					1.1	1.3	1.5	0.7	0.9	1.1	0.6	0.8	1.0
AUDUSD					0.7	0.8	0.9	0.5	0.6	0.8	0.5	0.6	0.7
USDCAD					1.1	1.3	1.4	0.9	1.0	1.2	0.8	0.9	1.0
USDCHF					1.1	1.3	1.4	0.9	1.1	1.3	0.8	0.9	1.1
USDJPY					1.0	1.2	1.4	0.7	0.9	1.1	0.6	0.8	1.1
GBPUSD					1.1	1.3	1.5	0.7	0.9	1.1	0.6	0.8	1.0
AUDUSD					0.7	0.8	0.9	0.5	0.6	0.8	0.5	0.6	0.7
USDCAD					1.1	1.3	1.4	0.9	1.0	1.2	0.8	0.9	1.0
USDCHF					1.1	1.3	1.4	0.9	1.1	1.3	0.8	0.9	1.1

MacBook Pro

"FXBlue's spread analytics service enables us to offer our customers the same level of transparency and fair-trading conditions, no matter their equity size and trading volumes and enables us to meet our regulatory requirements."



Price Monitor for MT4/5

Monitor and alert price feeds from MT4/5
Quality assurance and peace of mind

69164984

Server time: 27/05/2020 11:48:22 Computer time (GMT): 27/05/2020 08:48:23

Connected 1 spread(s) 2 time(s)

Symbol	Bid	Ask	Spread	Age
EURUSD	1.09664	1.09682	0.00018	0 secs
AUDCAD	0.91490	0.91545	0.00055	11 secs
XAGUSD	17.07	17.13	0.06	12 secs
USDCHF	0.97042	0.97063	0.00021	0 secs
AUDUSD	0.66502	0.66521	0.00019	0 secs
GBPUSD	1.23091	1.23111	0.00020	0 secs
USDJPY	107.519	107.541	0.022	0 secs
NZDUSD	0.62072	0.62108	0.00036	0 secs
AUDJPY	71.505	71.534	0.029	0 secs
USDCHF	0.97042	0.97063	0.00021	0 secs
AUDUSD	0.66502	0.66521	0.00019	0 secs
GBPUSD	1.23091	1.23111	0.00020	0 secs

MacBook Pro

Price Monitor EA for MT4/5:

- Client-side monitoring EA
- No server integration or plugins
- Ultra-flexible configuration
- Web-based dashboard
- Monitor multiple servers or feeds

Real-time alerts:

- Price age
- Price change
- Spread
- Server outage
- Alerts by email and SMS

„FX Blue team was extremely helpful, solving us several challenges and delivered professionally tailored solution. The implementation of tools was quick and seamless and we are getting a great feedback from our traders on that.”



Website widgets



Price, depth and live sentiment displays for brokers and their affiliates

Use it as a content for your website and bring more traffic with your live data.

„We have a long-standing relationship with FXBlue and they are a highly valued partner. They are innovative, their products are very reliable and they are one of the most responsive FinTech suppliers we deal with.”



HTML5 Charting

Market-leading HTML5 financial charting, with full tablet and mobile support

- The charting can be used either as a single widget on a website, for example to illustrate analysts' research notes, or be deployed as a complete charting application with multiple layouts, saved templates and workspaces, pop-out into new browser windows, etc.

The charting includes all of the features expected of professional charting, plus many other refinements such as:

- Momentum scrolling;
- Full handling of touch devices such as tablets and mobiles;
- New chart types such as Baseline;
- Support for event markers and axis levels/bands;
- Many advanced indicators and drawing tools; and
- Support for end-users creating their own technical indicators.



Leads

Leads are generated through the free app downloads from 120+ countries where our software is used.

Traders opt-in to have their details shared with the sponsor broker. Data provided are fully **GDPR** compliant. You can **target specific regions** for better conversion.

The leads generation process is the following:

1. Leads are generated through our retail website - explicit consent to be contacted
2. They are validated via SMS and email - verified data
3. Leads can be automatically uploaded to your CRM - quick access

Your brand is promoted throughout the registration process and we can reach out to these traders with an introductory e-mail about you before your sales department contact them.



Trading competitions

Empowering brokers to attract, retain, and excite traders through gamified experiences and real-time leaderboards.

Key Features

- Broker branded trading competition system on your servers
- Traders must open an account with you to participate
- Automatic results tracking
- Public or private leaderboards easily integrated into your website through our widget
- Multiple ranking criteria – profit, balance, drawdown, etc.
- Possible marketing options through our retail website
- We collect only account numbers and nicknames (for the leaderboard purposes) – no personal data



Technical Setup

- We manage the competition via the Manager API (with only the 'supervise-trades' option turned on)
- Compatible with MT4 & MT5
- Easy leaderboard integration into your website

Broker Benefits:

- Increased trading volume through competition
- Client retention via gamification and engagement
- Lead generation – use contests as a marketing hook
- Flexible promotions – e.g. "Trader of the Week" campaigns

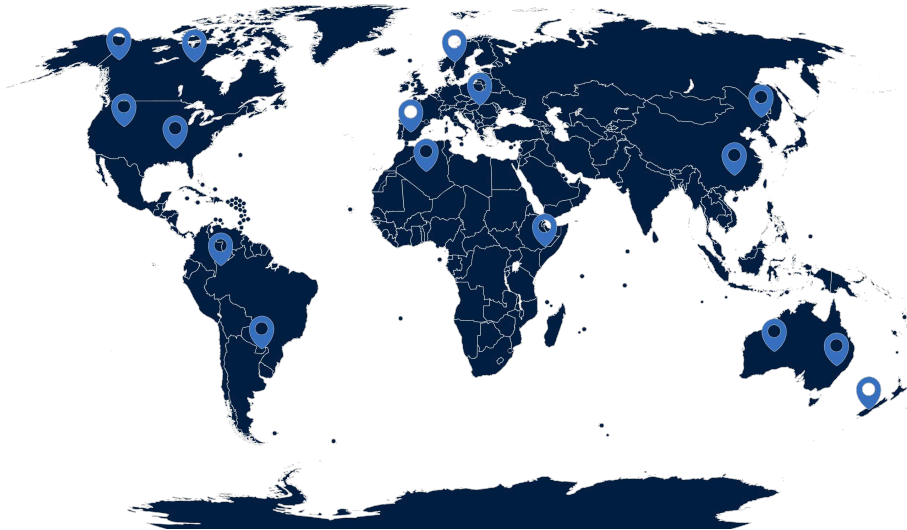
Advertising

Be Seen Where Traders Are.

Ad Packages

Promote your brand across 120+ countries through FX Blue retail site. Choose from flexible packages tailored to your goals – whether you're after reach, leads, or conversions.

- Geo-targeting included



Web Banner Advertising

Your banners. Our traffic. FX Blue offers premium banner placements directly on our high-traffic retail website – placing your brand in front of engaged, active traders.

- 100k+ active users of the website per month
- Integrated with live trading content
- Multiple formats available (desktop & mobile)
- High-visibility placements that drive results

FXBLUE

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