

MahiFX

Overview

MahiFX is a new online retail foreign exchange (FX) trading business based in Christchurch, New Zealand. The company, founded by the co-creators of Barclays Capital's BARX, the award-winning Institutional FX trading platform, has brought together an elite team of ex interbank traders, analysts, statisticians and developers. Leveraging their combined expertise in trading, statistical analysis and technology, MahiFX has created a trading platform that brings wholesale quality rates and an unrivalled trading experience direct to the retail FX trader.

MahiFX operates as a market maker providing continuous, dealable FX rates to retail customers that wish to trade on a margin/leveraged basis. The platform's sophisticated proprietary software systems have been designed:

- (a) To execute retail customers' orders with no human intervention; and
- (b) To aggregate and manage the resulting FX risk

By removing the brokerage layer and its costs, MahiFX is able to offer its retail forex clients unrivalled direct access to highly competitive market maker rates.

The MahiFX platform features a wide range of analytical tools to accommodate the varying trading styles and expertise levels of its client base. In addition, whether expert, novice or somewhere in between, traders will have access to learning resources that include webinars, video tutorials and community discussion forums.

MahiFX launches as a web-based platform and will also be compatible with iOS and Android powered devices to deliver full mobile trading functionality. MahiFX is regulated by the Australian Securities & Investments Commission (ASIC).

Our Philosophy

MahiFX differentiates itself from other retail FX trading platform providers in the following ways:

- **Transparency** – No gimmicks, no 'from' prices, no extra layer of costs or hidden fees. Every client sees the same rate. We also have no minimum deposit.
- **Experience** – MahiFX is unique in combining numerous years of e-FX interbank trading and risk management expertise with elite proprietary technology.
- **Rational Pricing** - Most brokers add commission to the interbank rate, which results in wider spreads. Others aggregate some of their risk in order to try and monetise the bid/offer spread. These operators let the risk grow until they are obliged to aggressively trade with multiple banks at the same time. Banks, however, are becoming increasingly capable of identifying this tactic and respond by widening out the spreads. Therefore, in both instances, brokerage fees are applied. MahiFX does not charge explicit brokerage fees, and because it manages its own risk, is not subject to implicit spreads. We act as the principal to every trade and manage our own risk, thereby eliminating additional layers of cost to the client, and enabling us to provide the tightest fractional pricing possible.
- **Speed and quality of execution** – All transactions are 100% fully automated. There is no human intervention. We apply intelligence to incoming price streams generating a high quality 'clickable' rate to our clients. This is in contrast to many brokers who amalgamate different price feeds and therefore have little or no control over the quality of the rate. With MahiFX, the elite technology underpinning our platform, combined with our expertise in building highly efficient rate-generating tools, means MahiFX clients benefit from the most precise pricing available in the retail FX market.

Our Values

MahiFX – the company and the trading platform - is built on the following values and principles to ensure that our clients always receive the best possible trading experience:

- **Control** - MahiFX balances superior technology with the human act of trading. Our unique trading functionality and reliable pricing puts the trader firmly in control.
- **Strength** - Our proprietary trading technology is engineered for optimal reliability. Our goal is to provide a resilient, robust trading platform that can always be relied on.
- **Precision** - At MahiFX, we see market making as a craft. We continually work to provide the tightest pricing possible; pricing that we can sustain.
- **Perfection** - We are obsessive about delivering quality throughout every stage of the MahiFX experience. Our focus on perfection means you get a top-tier trading platform that works on every level.
- **Intelligence** - We keep it simple and smart. Every experience of MahiFX is smart, considered, elegant and intuitive. We don't follow; we create.

MahiFX Founders

MahiFX founders are David Cooney and Susan Cooney, née Scott. Between them, David and Susan have overseen numerous industry firsts over two decades of interbank trading experience gained at key influential global investment banks.

David Cooney's expertise in the FX Spot and Derivatives trading arenas and keen interest in risk management and technology culminated in his co-creating the industry-renowned global e-FX Barclays Automated Realtime Execution (BARX) platform.

Susan Cooney's expertise in e-FX interbank trading encompasses 10 years of managing client experience and marketing for hundreds of institutional FX traders across the globe, giving her an unique and in-depth understanding of what clients want and need in a trading platform.

Further information on David Cooney and Susan Cooney can be found in the Biographies folder in the media kit.

How does a customer trade with MahiFX?

MahiFX offers non-deliverable spot foreign currency trading services via its propriety web-based and mobile technology. Delivering the desktop application in a browser allows MahiFX to deliver continuous technological advances, unobtrusively, with very short iteration cycles. Clients will be able to trade from any computer and automatically access newly launched features, eliminating any need to manage software updates.

To start trading, clients will need to register as 'new customers' via the MahiFX website at <http://mahifx.com>. Registration will collect key Know Your Client'(KYC) information required by its regulator (the Australian Securities and Investments Commission (ASIC)). A customer will then deposit funds into their margin account via a credit card transaction or bank transfer.

For more information visit <http://mahifx.com/>

Follow us on Twitter @MahiForex

For further information or to arrange an interview please contact:

Michele McDermott-Fox

The Top Floor Agency | 11 Pool End Close | Tytherington, Cheshire SK10 2LD | UK

t: +44 (0)1625 502545 | **m:** +44(0)7729 501 369 | **e:** michele@thetopflooragency.com

www.thetopflooragency.com