



FOR IMMEDIATE RELEASE: October 30th, 2018

Takin Financial Instruments LTD. is proud to announce:

Cherries Optimized Stock Portfolio Builder is Now Available in the USA

With no financial institution affiliation, Cherries allows users to build completely objective portfolios, completely free of charge

Tel Aviv, Israel – After a successful pilot in Israel, Cherries is now available to customers throughout the US, providing mathematically optimized stock portfolio creation based on all major US stock exchanges. The online platform uses Modern Portfolio Theory (MPT), a comprehensive database of over 10,000 stocks, and input of user criteria to generate stock portfolios that are precisely calculated for any preferred risk level.

Cherries overturns the norms of risk calculation. The risk levels of traditional investment portfolios are determined based on the experience and “gut instinct” of investment managers. In contrast, Cherries applies Nobel Prize-winning Modern Portfolio Theory to precisely quantify the risk level of each portfolio. This allows each user to choose their preferred risk level. They can then use Cherries unique backtesting feature to simulate how the portfolio would have performed in the existing markets of the past year.

Cherries is not a trading platform, has no access to users’ money or accounts of any kind, and is not affiliated with any financial institution. This ensures that every portfolio generated is completely objective and optimized exclusively for user preferences. Every portfolio takes into account comprehensive analysis and years of data for every stock traded on all major US stock exchanges.

Completely cloud-based, the site is available round the clock, 365 days a year from any computer, tablet, or smartphone. Users can choose their preferred risk level, sectors, investment size, and more, and Cherries uses scientific mathematic formulas to generate optimized portfolios within minutes. Because the platform is completely virtual, users can create unlimited portfolios to experiment, test strategies, and refine their own investment style. The site requires no previous experience or financial background, making it a groundbreaking tool for experienced and novice investors alike.

About Takin Financial Instruments (TFI Ltd.)

Cherries was developed by TFI Ltd. An expert in financial software, TFI specializes in online solutions for the capital market.

Media Contact:

Merav Amar
+972-03-6005161
merav@gocherries.com
www.gocherries.com