

Strong presence at Smart Government's Business, Innovation and Education Zones:

## DFM showcases its electronic services during GITEX 2016

H.E. Essa Kazim: "The "Smart Borse" strategy has successfully delivered numerous advanced services in line with the leadership's vision and participants' expectations"

DFM revelations at the exhibition:

- Launch of e-IPO platform on smart phone application
- Augmented Reality service provides series of videos explaining electronic services, stock portfolio and IVESTOR card
- Market Watch data dissemination through car dashboard

**Dubai, 9 October 2016:** Dubai Financial Market (DFM) today announced the details of its participation in GITEX 2016, the information technology exhibition scheduled from 16 to 20 October 2016 at the Dubai World Trade Centre. DFM will display a comprehensive array of services and solutions developed as part of its "Smart Borse" strategy and in line with the vision and directions of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, as well as the leading position of DFM and the expectations of market participants.

Visitors to GITEX will have the opportunity to learn about DFM's innovative services and smart applications that provide them with instant access to market information and to seamlessly accomplish their transactions.

DFM's presence will take place through the Smart Government's pavilion at Sheikh Saeed Hall. In this round of the exhibition, the Smart Government has adopted a unique approach in terms of displaying services of government and semi-government entities through "Smart City" area that takes visitors on an exciting journey with various aspects of Dubai's smart and electronic services. DFM will be present through the Business, Innovation and Education Zones.

Commenting on this, His Excellency Essa Kazim, Chairman of DFM, said: "We are delighted to connect once again with visitors of GITEX, the leading technology exhibition in the region that provides us with an ideal platform to strengthen links with participants and update them on our smart and innovative solutions. We are committed to participate annually in order to underline the leading role of DFM in terms of continuous development of innovative services. DFM is at the forefront of employing technology in order to provide various market participants with advanced and innovative services. We have been always committed to utilize

advanced technologies since our inception and this drive has gained momentum over the past few years with the implementation of the “Smart Borse” strategy. This strategy is in line with the wise vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, aiming at strengthening Dubai’s position as a leading smart city globally and as part of our commitment to meet, and foresee, the expectations of market participants.”

### **Smart services at the Business Zone**

Within the Business Zone, DFM will display its e-IPO Platform, which has been added to its mobile applications. The exchange will also display its Augmented Reality service that enables users to learn about DFM’s services, information and guides through a series of videos explaining: how to trade on the market; electronic services; stock portfolio; and the IVESTOR card. Other DFM services to be presented at the Business Zone include smart phone and Apple Watch applications.

### **3D model of car dashboard**

As for the Innovation Zone, DFM will showcase a 3D model of the car dashboard. This service enables the dissemination of Market Watch data through car dashboards as part of DFM's constant efforts to promote financial knowledge and provide market data through various channels. The service enables motorists and passengers to access DFM trading information including; trading data, stock prices, price ticker and market performance charts through the car dashboard. To observe safety standards, the service will be suspended on the dashboard while the car is being driven, while passengers in the back seats will be able to continue accessing the data.

### **Stock Game**

The DFM will be present at the Education Zone through its Stock Game; one of DFM's most successful and popular initiatives amongst students and the public. Visitors to GITEX will be able to virtually trade on the market for five days. On the final day of the show, a raffle draw amongst participants will take place to win some electronic devices.

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**About Dubai Financial Market:** Dubai Financial Market (DFM) was established as a public institution with its own independent corporate body. DFM operates as a secondary market for the trading of securities issued by public shareholding companies, bonds issued by the Federal Government or any of the local Governments and public institutions in the country, units of investment funds and any other financial instruments, local or foreign, which are accepted by the market. The DFM commenced operations on March 26, 2000. Following its initial public offering in November 2006, when DFM offered 1.6 billion shares, representing 20 per cent of its paid-up capital of AED 8 billion, DFM became a

public joint stock company. Following the IPO, the Government of Dubai retained the remaining 80 per cent of DFM Company through Borse Dubai Limited. [www.dfm.ae](http://www.dfm.ae)

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