

## **DFM inaugurates its state of the art Smart Trading Floor with innovative services for market participants**

**H.E. Essa Kazim: “The largest trading floor revamp since DFM’s inception is in line with leadership’s vision on transforming Dubai into a smart city”**

**Dubai, 7 February 2017:** Dubai Financial Market (DFM) today announced the inauguration of its state of the art “Smart Trading Floor”, after the completion of a wide-ranging revamp that includes numerous facilities and services. This step is in line with the Smart Bourse strategy implemented by DFM over the past three years, which has delivered several innovative services that respond to the evolving requirements of various market participants.

His Excellency Essa Kazim, Chairman of DFM, inaugurated the revamped trading floor in the presence of board members of DFM Company (PJSC) as well as senior DFM officials, investors and brokers.

Designed to mirror both heritage and modernity, the contemporary-looking trading floor reflects Dubai’s aspirations towards the future whilst incorporating Islamic architecture and heritage additions through the usage of wood and Arabesque features, consistent with the leading position of DFM as the first Sharia-compliant exchange globally.

Commenting on this, His Excellency Essa Kazim, Chairman of DFM, said: “We are delighted to accomplish the largest trading floor revamp in DFM’s 17-year momentous journey, which resulted into a quantum leap not only for the trading floor’s appearance but more importantly for its innovative services. The revamp enabled us to provide various market participants with multiple tools and channels to access market information and services including the new boards and tickers, the PCs and tablets. We were keen to provide investors and guests in general with a state of the art trading floor that meets their requirements regarding DFM’s information, activities and services through multiple and smart channels in line with the leadership’s vision on transforming Dubai into a smart city.”

As well as the renovated look and feel, the trading floor has been supplied with new market data boards and 28 PCs, enabling investors to instantly track trading activity. Various functionalities have been added that enable investors to adjust the PC screens according to their preferences. Investors can also access DFM’s electronic services through the touch screen PCs.

DFM provides its participants with various educational tools at the trading floor through nine screens that display information about the market services and 22 tablets built-in at the customer service area. While at the DFM trading floor, visitors can also access information about its services and activities through the Augmented Reality applications.

The revamped trading floor includes two (Hot Zones) for seating as many as 120 people. The two zones are designed to host visiting delegations and informative sessions. The trading floor



also includes a seating area dedicated for women as well as an innovative media center with various technical facilities for media reporting on DFM activities, including telecommunications, internet and broadcasting.

It is noteworthy that the newly revamped trading floor provides DFM with a high level of flexibility to use it as a venue for events organized by the exchange as well as listed companies and brokerage firms, including Annual General Meetings and workshops. The floor is equipped with all necessary audio/video requirements for such events.

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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 and became the first Islamic Shari'a-compliant exchange globally since 2007. 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 and its shares were listed on 7 March 2007 with the trading symbol (DFM). 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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