

## DFM Company launches Investor Relations Smart Phone Application

- Application provides shareholders with bespoke solution to access information and instantly receive company updates
- His Excellency Essa Kazim: “DFM expands its smart phone applications for various stakeholders in line with the vision of HH Sheikh Mohammed bin Rashid Al Maktoum”
- Fahima Al Bastaki: “DFM Company leads by example in terms of implementing IR, which played a pivotal role in promoting IR best practices amongst listed companies”

**Dubai, 20 February 2017:** Dubai Financial Market Company (PJSC) today launched its investor relations application, which allows users to easily access the company’s financial information and various updates through their hand-held devices. Available in both Arabic and English, the application features key information about the company, updated and historical data of share price, annual and quarterly reports, IR Calendar and Press releases. Investors can also set the Push notifications function to instantly receive updates as soon company news, disclosures and any other new content are posted.

The App will further enhance investor communication; further reinforce transparency level and provides investors with instant access to necessary information to take well-informed investment decisions. Investors can download the application by searching for “DFM IR APP” on Apple Store as well as android application stores.

It is noteworthy that the DFM Company IR App is managed by Euroland IR’s financial analysts and support team.

His Excellency Essa Kazim, Chairman of DFM said, “DFM has always been steadfastly providing stakeholders with innovative solutions through smart phones in line with the vision of His



Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, that emphasizes on innovation and introduction of smart services through multiple channels. Today, we are delighted to expand DFM mobile applications' list by launching the IR App for DFM Company shareholders. As an exchange, we have previously launched applications for market participants such as investors and brokers. The application has made shareholders' connection with DFM Company easier anytime anywhere. It also provides our enormous shareholder base of nearly 28,000 investors as well as prospective investors, analysts and media with a comprehensive one-stop-shop to keep up to date with share price, financial reports, disclosure and any other developments about DFM Company. Certainly, the launch of this application will further enhance our communication channels that also includes the dedicated IR team, the website, the call center and now this new IR application."

"DFM is committed to implement IR best practices considering its significant role in strengthening relations between listed companies and investor base. As the first publicly listed exchange in the region, DFM Company leads by example; hence, we have established the IR section in 2008, which provides an effective link with our shareholders," Fahima Al Bastaki, Executive Vice President and Head of Business development of DFM said.

"Moreover, DFM is actively promoting IR best practices amongst listed companies through direct dialogue, organizing workshops as well as publishing IR guides. Our intensive and diversified efforts have been widely welcomed by the listed companies, which are showing increasing enthusiasm to implement IR best practices in order to strengthen the relation with shareholders and facilitate their access to issuers' information," She added.

Lisa Marklund, CEO of Euroland IR said, "With the launch of the IR App, DFM is providing all stakeholders with immediate access to consistent and accurate IR communication, on the go, timely and consistent. The DFM IR App will be an important addition to the online resources, which are being enhanced as part of a strategy to improve the quality and accessibility of information for DFM's investor audience. We are happy to be part of this process."



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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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