

Participates in the "Economy Zone" at the "Dubai Smart Government" pavilion:

Dubai Financial Market Showcases its Latest Smart Services at GITEX 2017

H. E. Essa Kazim: "Our "Smart Borse" Strategy works in line with the leadership's vision and enabled investors to seamlessly track their investments and complete their transactions wherever they are"

Dubai, 4 October 2017: The Dubai Financial Market (DFM) today announced the details of its participation in GITEX 2017, the information technology week scheduled from 8th to 12th October 2017 at the Dubai World Trade Centre. DFM is participating within the "Economy Zone" of the Dubai Smart Government (DSG) pavilion at Sheikh Saeed Hall. A team of DFM officials and specialists will update visitors on the latest smart solutions and applications that ensure the investors swift and smooth access to market services and remotely completion of transactions.

DFM's participation in the exhibition highlights a diverse and integrated range of smart applications launched as part of the DFM "Smart Brose" strategy. These applications have strengthened the market's leading position in the region in terms of initiative, innovation, adoption



of the latest technologies, and the provision of smart services through multimedia to suit the needs of all participants.

Commenting on the market's participation at GITEX 2017, His Excellency Essa Kazim, Chairman of DFM said: "DFM Smartphone applications, which were designed in line with the "Smart Borse" strategy, have placed various market services in the palm of the user's hand. This is in line with the vision and guidance of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, which emphasizes on making services accessible to public through the easiest, most flexible and effective methods. Over the past few years, the market has been expanding its services through smart phone applications with four key mobile applications: Smart Services application, Market Watch application, Investor Relations application, and the smart application for the authorized brokers in the market. DFM is witnessing a growing number of smart services users, which currently exceeds 80 thousand. We expect further expansion through various related awareness campaigns targeting the largest possible segment of our huge investor base, which exceeds 840 thousand investors. These efforts enhance the transformation to smart services within the financial markets sector. We believe that our participation in GITEX 2017 is an ideal platform to strengthen links with customers and introduce them to the latest innovative services and solutions, considering the leading position of DFM in terms of continuous

development of innovative services as well as Dubai's unique position at the forefront of smart cities globally."

DFM's Smart Services Application

During GITEX 2017, The DFM will explain the features and benefits of its new application for smart services for investors, which has been launched recently. The app includes a range of premium services such as trading tracking, accessing statements, iVESTOR Card balance tracking, dividends distributions, IPO participation through DFM e-IPO platform, smart voting during the Annual General Assemblies (AGMs), as well as smooth communication channels with customer service in DFM.

The application provides a quick and effective tool for tracking the statements and transactions of investors anytime and anywhere, in addition to the possibility of participating in IPOs and subscription to rights issues in the market.

DFM Investor Relations Application



As a listed public shareholding company, DFM provides a smart investor relations application that is an effective link between the company and many relevant stakeholders such as current and potential investors, analysts and media professionals.

The application of investor relations allows users to instantly follow all developments of the company's business and financial statements through smart devices. Available in 17 different languages, the application contains all the basic information about DFM Company and its stock price updates, historical performance data, quarterly and annual financial reports, press releases and investor relations events.

The DFM applications are available on the IOS and Android OS, as well as the Apple watch.

Recognition of trading via mobile phones brokerages

Through its participation at GITEX and as part of its commitment to promote transformation into smart services, The DFM is honoring the leading brokerage firms that has provided smart phone trading applications during the year as well as the most active brokerage firm in the smart phone-trading category. The market offers all the necessary support to enable brokerage companies



providing this service to the investors in order to accomplish their trades wherever they are based on the "Smart Borse" strategy.”

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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

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