Strengthening DFM's leading position at the forefront of regional exchanges providing smart services:

DFM's New Smart Phone Application Unlocks Market Opportunities for its Vast Investor Base

- **Application enables investors to track their investments and cash dividends as well as subscribing to IPOs and smart voting during annual meetings**
- **H.E. Essa Kazim: "DFM expands its smart phone services in line with the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum to provide participants with smart and innovative solutions"**
- **Maryam Fikri: "80,000 users of the smart services app as investors are increasingly realizing its effective role in following their transactions and enhancement of links with the market"**

Dubai, 12 Septmber 2017: Investors' connection with Dubai Financial Market (DFM) trading activity and services has been made easier than ever with DFM's new smart services application, which effectively provides investors with a comprehensive one-stop-shop by placing various market services in the palm of

their hands. The new app has been launched in line with DFM's "Smart Borse" strategy that has delivered numerous smart and innovative services for various market participants including investors, brokerage firms and issuers.

The app enables investors to track their investments, access their cash dividends statements, IPOs subscription and smart voting during annual meetings as well as easily connecting with DFM Customer Service.

DFM's applications further strengthen its leading position at the forefront of regional exchanges providing smart services through various innovative channels to better serve the requirements of market participants.

His Excellency Essa Kazim, Chairman of DFM, said, "Since it was inaugurated in the year 2000, DFM has always been devoted to providing market participants' with smart and innovative solutions. Our Smart Borse strategy is inspired by the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai that emphasizes providing the highest quality of service to our clients anytime and anywhere. This strategy further enhances

DFM's position as the leading regional exchange in relation to development and innovation."

Maryam Fikri, Chief Operating Officer (COO) and Head of Clearing, Settlement and Depository Division of DFM, said, "DFM is constantly updating its electronic investor services, adding new features and employing new technologies as part of our commitment to provide our gigantic investor base, which exceeds 840,000 investors, with the most advanced services. The fourth version of the app enables investors to seamlessly connect with the market and benefit from new features that unlock market opportunities for them through instantly tracking their investments and dividends as well as participation in IPOs and annual meetings through their handheld devices. Since it was first launched in 2015, investors have been increasingly appreciating the effective role of the app, which is available for both iOS and Android devices, in enhancing their communication experience with DFM."

DFM implements a widespread campaign to connect with investors through SMSs, email, and the DFM website as well as the media in order to educate them on the new features and encourage larger numbers of investors to employ its

smart services. Currently, more than 80,000 DFM investors are are able to access the Mobile Application, with UAE-based users at the forefront followed by users in the United States and Canada, Saudi Arabia, Kuwait and Jordan.

Key features of the new app:

The DFM Smart Services application is a fast track way that offers investors the opportunity to access their statements anywhere, anytime. It also enables investors to take part in the IPOs and Rights Issues implemented on the market. The following points summarize key features of the app:

- Access Real-Time Data on DFM Market Watch
- Smart view of investor account, dividends and iVESTOR statements
- Smart subscription to IPOs and Rights Issues
- Smart voting at AGMs
- Broker eServices
- Direct call feature to DFM Customer Service
- Smart ticket token issuance to see a DFM representative
- Access to DFM educational guides

-Ends-

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

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