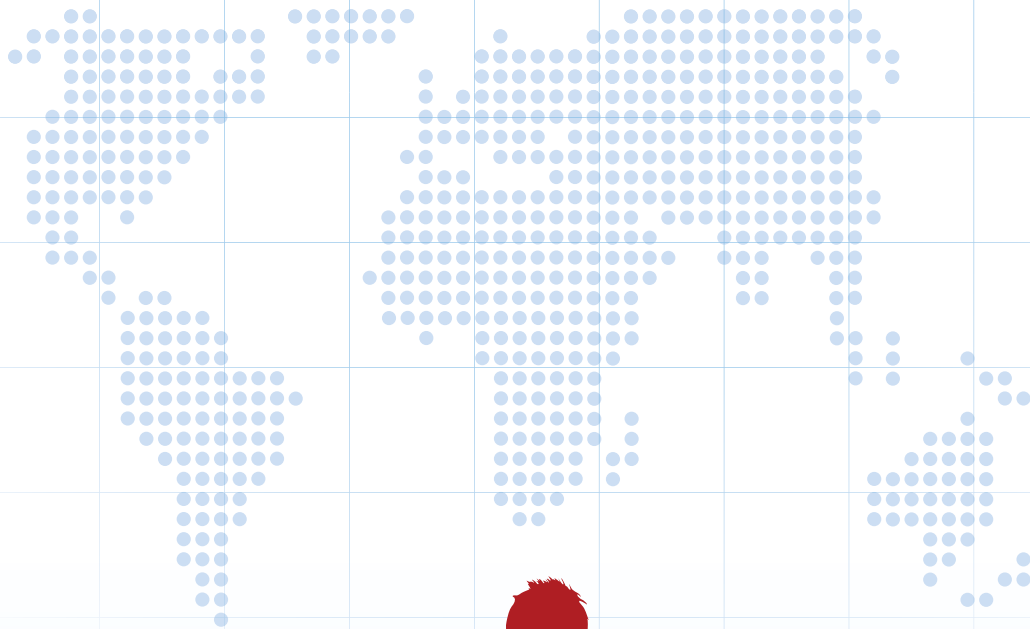




# ALFA FINANCIAL L.L.C

Licensed and Regulated by the Central Bank of the U.A.E.





## Making a world of trading opportunities accessible to you

ALFA Financial L.L.C was set up to give investors the ability to trade the financial markets in a way that liberates them from high transaction costs associated with buying and selling financial products through traditional distributors.

For the reason that ALFA Financial have become the destination for the online investors who want to invest in their own ability; who understand risk, but want to venture their knowledge, intelligence and mettle against the market to make a profit.

ALFA Financial provides trading services with an extremely well performing online trading platform, ALFA TRADER that delivers faultless transactions and information and competitive transaction costs across a wide range of financial instruments.

The dedicated Client Services team of ALFA Financial would be delighted to take you through how you can use these financial instruments as part of your investment

portfolio, how to control your risk and how to develop a successful trading strategy. Whatever your experience ALFA Financial have the tools and insight to take your trading to the next level.

### To the Client

Risk is limited to deposited funds. ALFA Financial sophisticated margin and dealing procedures will ensure that clients can never lose more than their deposited funds. Margin Facilities means Liquidity to the Clients.

Dealing facilities at ALFA Financial is secured on a margin basis which gives you control over your market liquidity. We provide our clients to have the ability to increase or decrease their trading line by adjusting the level of margin held in their account with "ALFA Financial Trader" (The state-of-the-art automated trading platform) which allows a much greater degree of flexibility than other participants in the market.

Focusing on the core values of accuracy, authenticity and relevance, ALFA Financial is providing highly personalized and reliable services carefully designed to cater the needs of clients, and are distinct in their ability to meet their requirements.

With the highly volatile nature of the financial markets and the rapidly increasing rate of technological innovation across the globe, ALFA Financial specifically aims to deliver outstanding financial services to the clients, while emphasis being for ONLINE TRADING through its state of the art online trading platform "ALFA Financial Trader".



The rules of doing business are changing completely and daily - if not faster. Business @ the speed of light has replaced centuries old concepts of doing business. The individual, either as client or as entrepreneur has moved back into the center of the business stage.

You have complete control and can trade the markets either online or over the phone, whichever suits you. If you want to talk to us, just call and we'll take care of you.

### Why ALFA Financial?

Your experience with ALFA Financial is a one-to-one relationship focused on improving your knowledge and maximizing your trading capabilities. Recognized for integrity, credibility and experience in the market, ALFA Financial provides exceptional on-going support and services.



# Trade with confidence

ALFA Financial provides sophisticated trading software, a broad spectrum of trading universes, low costs, minimum margin requirements, dedicated customer support, sophisticated fund management concepts and significant opportunities for enhanced profit. The constant objective of ALFA Financial is low cost, quality products, hedging facilities, instant execution and a significant effort to reduce risk.

## Key Factors

- **Orders are executed immediately.**
- **Live quotes on a basket of currencies.**
- **You can operate at different markets from a single screen.**
- **We provide excellent security for your money and transaction documents through our robust risk management system.**
- **Online trading system is a 128 bit encryption based transaction platform which gives the highest level of safety.**
- **Personalized service and technical support.**

## Traditional Brokerage Services

ALFA Financial offer traditional telephone brokerage on all the financial products it covers, including Futures, CFDs, Forex and Bullion.

Through the unique client driven philosophy you will have the opportunity to build a more enduring relationship. Develop strategies with confidence through your allocated account manager and with highly competitive commission rates, you can count on superior execution. The trading desk, manned with experienced FSA registered dealers, covers UK, European and North American exchanges.

Individual, Corporate, Institutional, Introducing Brokers/Agents and SIPP accounts are all welcome.

## Trading Services

### Advisory Account

You can discuss your and our trading ideas and strategies with your allocated account manager. Once ideas have been established and bearing in mind your risk parameters your broker will then help you efficiently translate those ideas into market positions using the various products available. Positions will then be monitored on your behalf with regular updates provided.

### Link Account

Provides you with broker-assisted trading where we will help you efficiently translate your ideas into market positions and help you manage your orders effectively.

### Execution Only Account

This account is available to those who have market experience and require professional service at discounted rates.

### Services Available to all Customers

State of the art back office facilities providing automated email of up to date positions as well as browser facilities with in depth analysis of account status.



## A broad choice of products



Free prices, charts and technical information including order placement guides, expiry dates, latest schedule for government and economic reports and data, exchange listings and product specifications accessible from our website. Bespoke services available for Hedge funds, Introducing Agents and Introducing Brokers.

### Futures Trading

- Products include Stock Indices, Base and Precious metals, Grains, Softs, Energy products, Currencies, Financials.
- UK, European and US exchanges traded.
- Day, stop, limit, MIT, GTC and If done orders accepted.
- System Trading operated.



### CFD Trading

- Telephone dealing across UK, European and US equity CFDs.
- Exchange traded prices dealt with no increase in bid/offer spread ensures that ALFA Financial can guarantee best execution on all its CFD dealing.
- Collateral can be used to support margin requirements.

### Forex and Bullion Trading

- Management of Forex and Bullion exposures for corporate and individual clients through our advisory dealing desk.
- Spot/Forward and Option dealing facilities for Foreign Exchange and Bullion for speculation and hedging.
- Wide range of currency crosses traded including both major and exotic pairs.
- Free daily Bullion bulletin.
- Currency delivery service available at competitive rates for same day or future delivery as well as delivery of physical Bullion in various worldwide locations including storage in vaults on an allocated or unallocated basis.

### Precious Metals Trading

- Prefer the logic and ease of investing in metals mutual funds.
- Purchase bullion as a hedge against inflation.
- Trade in one of the largest investment sector among the financial entities.
- Know precious metal quotes every day, from 8.00am to 7.00pm
- Apart from fast and accurate quotes prices for precious metals and order types, also see comments from market experts who give up-to-the-minute, comprehensive market information and research data that can be valuable online support for trading decisions all day.



### Trading Platform Features

ALFA Financial Trader is an advanced online trading platform which enables traders operates at the forex, CFD and futures markets, flexibly control their trading activities and carry out market analysis with ease. It provides technical analysis, charting and expert advisors to help you develop your own trading strategies. Some of the exciting features are;

### Live Price Quotes

The online trading platform displays real time quotes from around the world. All prices that are displayed in the trading window project the current market price that is offered in the market. Every minute, movement of the currency, CFDs and bullion prices are immediately transmitted to our price signal servers that are connected to the Trading platform. Hitting the buy/sell button, you can straight away place your market orders.

# Trade with the high performance technology



## Fast order execution

Placing order with ALFA Financial Trader is very easy. A simple click of a button will execute your orders instantly and all successful orders are confirmed immediately hence there is no slippage on order placements.

## More Order Types

With ALFA Financial Trader you can perform stop / limit / OCO orders. When it is not possible to follow the market, clients usually place stop or limit orders. If execution is done through ALFA Financial Trader, the system automatically keeps track of your price slab. Until then all stop or limit orders are treated as working orders.



If the market reaches the desired price level, the system immediately executes the orders. Thus successfully completed orders are treated as executed orders. You can place the stop or limit orders by selecting the appropriate order types.

## Margin Alerts

If the equity balance in your account falls below the margin requirement a margin call will be generated, prompting the customer infuse enough margin to the account. This makes trading much easier and worry free for the trader since the trader can't lose more than what he/she has in account.

## Live Updates

One-click news updates and streaming Live quotes directly from international financial service providers. Market analysis and report from our research team. Margin Alerts sent to each customer's mail inbox. The ALFA Financial Trader provides you with all the essential knowledge, strategy, and cutting edge technology necessary for your trade success.

## Online Support

- Generate your account statements online at anytime.
- Live Chat Facility to chat with Dealing desk and advisors.
- Update your password, equity stop-loss and password settings.
- Online Account reports on open, contingent, settled, cancelled, and off-set orders with option to automatically liquidate market orders.
- Unique and secured Access Codes for each trading account and guidelines to protect customer Access Codes.
- Facility to set individual equity margin, stop-loss level and margin alerts upon reaching the specified level
- Request to make online Deposits/ Withdrawals

## Highlights of the Trading Platform

- Work with Forex, Futures and CFD markets from a single platform;
- Various execution technologies
- Confidentiality of all trading operations;
- Large number of technical indicators and line studies
- Getting on-line news from financial markets
- Daily and monthly statements
- Live charts with technical studies





Improve your trading,  
understanding and expertise

### Open an Account & Make a Deposit

Before you can trade you need to make a deposit to your account. This is to cover any losses if your trades go against you. The amount required in your account depends on the size of your position and what markets you want to trade. Each market requires a specific amount to be deposited, which ALFA Financial call the Initial Margin Required (IMR). You'll need to maintain at least this amount in your account to keep the position open.

Opening an account enables the account holder to execute trades in the forex market. Traders can deal different currency pairs &



metals through the internet including: EUR/USD, CHF/USD, JPY/USD, GBP/USD, CAD/USD, NZD/USD, AUD/USD, Gold, Silver, and Platinum & Palladium.

The account holder will have access to "ALFA Financial Trader" the real-time internet based trading facility offered by our clearing brokers. The account allows for optional security and trading privacy.

To open an account, go to [www.alfafinancials.com](http://www.alfafinancials.com) and go to the account opening page and complete the form filling process. Once your account opening document has been received and approved, ALFA Financial will forward banking instructions so that you may deposit funds to the customer funds account.

### Education

ALFA Financial has made it easier than ever for you to trade by providing a variety of helpful resources in its Web site ([www.alfafinancials.com](http://www.alfafinancials.com))

These resources include online classes, education seminars/Webinars, trading manuals and strategy papers for trading forex futures CFD's. To learn more about advanced trading strategies and concepts, register now at ALFA Financial Website.

### Introduce Your Clients

Expand your business by offering foreign exchange, futures and CFD trading by ALFA Financial. Alfa's Introducing Broker program provides you and your clients a full service online trading solutions, enabling you to grow your business while being rewarded for directing new clients to Alfa. This program is designed for financial service providers such as brokers, small banks or certified individual advisors.

- Provide access to your customers to the largest and most liquid financial markets in the world.
- Get competitive compensation while expanding your product offerings and customer base

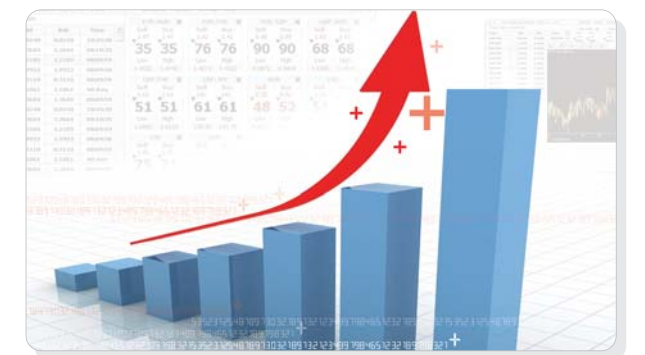
- ALFA Financial is dedicated in helping Introducing Brokers quickly and efficiently expand their business.
- Take advantage of the full suite product offerings and software platforms and customize them to suit your individual needs



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**Statutory note and risk warning:** The risk of loss in investing in contracts for difference (CFD), foreign exchange and precious metals can be substantial. The investor should carefully consider whether such investments are suitable in light of his circumstances and financial resources. The information contained herein is compiled from sources believed to be reliable. However, ALFA Financial L.L.C is not responsible for the accuracy of the information, or trading losses if any, the customer may incur in trading or otherwise.





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