

For immediate release:

Finalto relaunches its proprietary tech offering Finalto 360, as a full turnkey, modular solution

What is it?

Finalto360 is an end-to-end broker solution available on SaaS subscription basis. With our advanced technology you will be able to efficiently onboard, retain and boost customers' trading activity. We've brought all the necessary tools for your teams together in one solution:

- CRM
- PSPs
- Marketing
- Compliance
- Reporting

All the above is interconnected within our proprietary Trading Platform.

What has changed?

1.The Name – We have changed our name to Finalto, uniting all our entities under one umbrella. Finalto 360 represents our commitment to offering a complete end-to-end broker solution, combining all the best-in-class features you've come to expect from us.

2. The Solution - We've split our advanced standalone trading solution Finalto Trade into to a fully serviced, or self-managed and self-hosted platform. Finalto Trade, is completely customisable with a wide variety of add-ons available to partners, alongside a flexible dealer back office, for a tailored user experience.

The solution's back-office tools give brokers complete control over operations and reporting. Tools can be connected to multiple front ends in order to run multi-entity and multi-brand set ups.

3. The way we price the deals – Experience minimum monthly requirements and the ability to choose the business model that fits the bus set up.

Are you a start-up broker wanting to focus on marketing and acquiring clientele and lean on Finalto? Our fully serviced solution would be the best option, as we would support, update, and monitor the systems for you.

If you're an SME or a broker with a large IT team, you may prefer to get our self-hosted platform at a cheaper cost and let your IT team manage it. With complete flexibility in service and business models, Finalto360 puts you in control.

Why the change?

"The trend to differentiate and provide unique offering to the traders has been on the market for a while," says Oksana Remez, Senior Business Development Executive.

"However, from the start of the pandemic the retail trading industry has seen a rise in

registration and trading volumes from both typical traders that like to play the swings, as well as a new, younger demographic of retail traders.

“We have seen a big interest in our proprietary trading platform that offers single access point for trading all instruments as well as these immense capabilities to add many 3rd party trading tools, news, education, TV channels etc.

“Needless to say, our turnkey solution, with the ever-evolving tools and 3rd party integrations is even more functional and efficient. Since brokers have their IT resources focused to support remote working, the interest of having a plug and play solution grew exponentially”.

How can clients benefit?

Finalto360’s modular approach helps to tailor the solution to brokers’ needs and resources.

Clients will receive the system they have been asking for but at a more cost-effective level.

Risk Notice

Risk Warning: Trading Foreign Exchange (Forex) and Contracts for Difference (CFDs) is highly speculative, carries a high level of risk and is not appropriate for every investor. Any information provided shall not be considered as investment advice, and has been prepared without taking your individual objectives, financial situation or needs into account. By trading, you may sustain a loss of some or all of your invested capital, therefore, you should not speculate with capital that you cannot afford to lose. You should be aware of all the risks associated with trading on margin. Please read the full Risk Disclosure Statement

Our offering includes products that are traded on margin and carry a high degree of risk to your capital. It is possible to incur losses that exceed your initial investment. You should ensure you fully understand the risks involved and seek independent advice if necessary.

Finalto Financial Services Limited is regulated in the UK by the Financial Conduct Authority (reg. no. 481853).

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