

Electronic platforms and smart phone applications attract 120,000 users:

DFM reinforces its digital transformation drive via all-inclusive application enabling investors' seamless accessibility to its services and info

- **H.E. Essa Kazim: “The Smart Borse Strategy has noticeably proven its effectiveness with DFM’s provision of all services through smart and electronic platforms and shifting to remote work”**

Dubai, 2 June 2020: Dubai Financial Market (DFM) today launched its all-inclusive “DFM Smart Services App”, as the most recent step to strengthen its leading position in terms of digital transformation and as part of its “Smart Borse” Strategy that has delivered numerous smart and innovative services for various market participants including investors, brokerage firms and issuers.



The new application combines features of both DFM App and DFM Services App. It has been substantially upgraded to include the features of both apps as well as new advanced features in a innovative design, enabling users to easily track their investments and get their service requests accomplished through one application.

New features of the app include: centralized Watch List, real-time stock price indicators, real-time market data alerts, technical analysis, fundamental analysis ratios and company disclosures. Moreover, users can track their transactions, cash dividend statements, set iVESTOR Card controls, and submit and track investor service requests to DFM.

His Excellency Essa Kazim, Chairman of the DFM, said, “The new all-encompassing application further strengthens DFM’s leading position at the forefront of regional exchanges providing smart services through various innovative channels to better serve the requirements of market participants. Since it was inaugurated in the

year 2000, DFM has always been devoted to providing market participants' with smart and innovative platforms that caters to the requirements of its large and diversified investor base of more than 845,000 investors. Our efforts in this field are inspired by the vision of His Highness 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 through smart channels. This vision is the steppingstone of our Smart Borse Strategy implemented over the past years in order to make DFM services at the fingertip of investors anytime and anywhere.”

“The DFM Smart Borse Strategy has proven its effectiveness, a fact that became more obvious during the past few weeks, as the DFM has provided all of its services through smart and electronic platforms and shifted to remote work mid March 2020. Our electronic platforms and smart phone apps are increasingly attracting new users and currently include 120,000 users,” H.E. Essa Kazim added.

Key features of the new app:

- Centralized DFM Watch List (synchronized with DFM Website Watch List)
- Set customized real-time market data alerts
- Real-time stock prices
- Track disclosures by company symbol
- Top Stocks - track most active companies by volume and value
- Track Direct Deals
- Technical analysis by DFM General Index and company symbol
- Ratios for fundamental analysis of the companies, such as P/E, Dividend

Yield, Earning Yield

-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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