

TradingFloor.com named most innovative social trading platform

The *International Finance Magazine* has named Saxo Bank's TradingFloor.com the most innovative social trading platform. TradingFloor.com is the first major platform to offer multi-asset social trading.



TradingFloor.com, which was launched earlier this year, is an investment solution for the social media age - all users have an online profile, there is complete transparency around all of their investment decisions, and traders can share and discuss strategies with each other.

The site also integrates valuable content such as market news and views, data, insights and trade ideas from Saxo Bank's research teams and VIP authors, while a real-time trade stream reveals the current market sentiment.

"We are delighted that *International Finance Magazine* has recognised that TradingFloor.com is a game-changer, and that social media has an increasingly important and prominent role to play in the financial world," Rune Bech, chief digital and communications officer for Saxo Bank, commented. "TradingFloor.com sets a new standard in terms of multi-asset trading, transparency and quality of content, and we are continually re-evaluating and developing its capabilities to best serve our clients."

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