

Saxo Bank introduces TradeMaker: Automated trading of our daily strategies

Denmark, April 1st 2004, TradeMaker makes it possible for traders throughout the world to engage with the FX ideas coming from Mr. Balan's active analysis of the currency markets.

Investors and traders can now act on specific trading ideas and recommendations from Saxo Bank's Head of Financial Market Research, Robert P. Balan. TradeMaker makes it possible for traders throughout the world to engage with the FX ideas coming from Mr. Balan's active analysis of the currency markets. The new *Strategic Recommendation Module* known as the TradeMaker offers clients the opportunity to place trades using specific market price points (e.g. entry point, take profit and stop loss levels) described in Mr. Balan's trading recommendations, by a simple click on their mouse. The service is automated and easily accessible. The bank expects several recommendations each day, though it cannot commit to a specific number of TradeMaker 'ideas'.

"Robert Balan is a first-class talent, absolutely at the top of the field. We have had clients asking for more access to Robert's ideas and now we are delivering it", explains Executive Director and Head of Global Trading, Claus Nielsen. "TradeMaker is an efficient approach for the professional trader. It defines a very clear set of specifications for the strategy. The trader can choose to follow that strategy or go in a direction of his or her own. These are real trading ideas", says Claus Nielsen.

TradeMaker, developed internally by Saxo Bank's IT department, is available on the SaxoTrader and will be available on partner client stations as well. The bank has suggested that the trading strategies may appeal both to seasoned investors who carefully consider Balan's perspective as well as to newer investors who are feeling their way in the markets and looking for guidance. Claus Nielsen cautions, "Robert Balan is just one point of view. We think he has much to offer and we are delighted to be able to introduce his perspective to the marketplace. Let's hope that we can deliver true value to our clients out there".

About Robert P. Balan

Mr. Balan is Head of Financial Markets Strategy at Saxo Bank A/S. Mr. Balan is viewed as one of the financial sector's most-respected advisors in the area of technical analysis of financial markets. He earned his reputation as head of technical analysis and strategy at Lloyd's Bank, Swiss Bank Corporation, Union Bank of Switzerland and at Bank of America, and his analyses are regular features of Reuter's news service, and Market News International. Robert Balan is the author of the best-selling book on analysis, *The Elliott Wave Principle Applied to Foreign Exchange Markets*. Mr. Balan is a world-leading market strategist and is able to comment on global market trends from a technical-analytic perspective. His areas of expertise include equities, foreign exchange, bonds, precious metals and commodities.

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Saxo Bank is a Danish international investment bank specializing in online investments in the international capital markets. Saxo Bank enables clients to trade FX, CFDs, futures, options and equities through its award-winning* trading platform, SaxoTrader. Today, Saxo Bank has grown significantly as a white label partner whereby Saxo Bank provides other banks and brokerage houses with tailor-made versions of the trading platform. Combining custom-engineered technology with expertise in capital markets, Saxo Bank serves clients in more than 115 countries and offers daily research and information to tens of thousands of members through its website: www.saxobank.com.

* **Euromoney Technology Award: Best Cross-Product Trading Platform for Private Investors 2003**

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