

## MEDIA RELEASE

28 February 2019

# Saxo Capital Markets Australia appoints Adam Smith as Chief Executive Officer

Saxo Capital Markets, the leading fintech specialist focused on multi-asset trading and investing, has today announced the appointment of Adam Smith as its new Chief Executive Officer for the Australian market.

Mr Smith brings over two decades of experience working in the financial services and technology sectors. He joins Saxo from OFX, an ASX listed financial services / technology company, where he was the Chief Operating Officer for the past three and a half years. Prior to this he held a number of senior commercial and operational roles within ANZ Global Markets and Macquarie Bank in both Australia and Hong Kong.

Adam Reynolds, CEO of Saxo Capital Markets Asia-Pacific, said the appointment of Adam Smith would enhance Saxo's existing market presence and would expand partnership opportunities with other financial institutions in Australia.

"The Australian market is of great strategic importance to Saxo Group. Adam's proven track-record and broad experience make him well-qualified to deliver our vision and strategy in the region," said Adam Reynolds.

"We see great opportunities in Australia's burgeoning fintech scene. Adam's depth of knowledge will be highly beneficial in driving further innovation and collaboration in the Australian trading and investment community," he added.

Saxo provides a multi-asset trading and investing platform to private and institutional clients, prime brokerage services, and global markets technology infrastructure for fintech companies and financial services institutions via its Open API.

"For more than 25 years Saxo has strived to democratise trading and investing, providing our private clients with the same tools and market access as those used by large asset managers and financial institutions," said Adam Reynolds.

"Today we're dedicated to building relationships with other companies delivering financial services not only as a provider of markets technology but as a true partner who can augment those companies' value propositions for their clients. Adam will lead our efforts in the Australian market to deliver this vision and share our capabilities with more businesses," he added.



Adam holds a Bachelor of Economics from the University of Sydney and a Master of Business (Finance) degree from the University of Technology, Sydney.

- ENDS -

### Media enquiries

**Eric Robledo, Honner**  
**Public Relations - Australia**  
+612 8248 3739  
[eric@honner.com.au](mailto:eric@honner.com.au)

**Steffen Wegner Mortensen**  
**Head of PR and Public Affairs**  
+45 3977 6343  
[press@saxobank.com](mailto:press@saxobank.com)

### About Saxo Capital Markets (Australia) Pty Ltd

Saxo Capital Markets (Australia) Pty Ltd ABN 32 110 128 286 AFSL 280372 (Saxo Capital Markets), is a wholly-owned subsidiary of Saxo Bank A/S, headquartered in Denmark, and regulated by the Danish Financial Supervisory Authority (FSA).

Tradingfloor.com is a social trading facility and is also a property of Saxo Bank. Research and educational material is available via TradingFloor.com. Saxo Capital Markets is regulated by the Australian Securities & Investments Commission.

### About Saxo Bank

[Saxo Bank Group \(Saxo\)](#) is a leading Fintech specialist focused on multi-asset trading and investment and delivering 'Banking-as-a-Service' to wholesale clients.

For more than 25 years, Saxo's mission has been to democratize investment and trading, enabling clients by facilitating their seamless access to global capital markets through technology and expertise.

As a fully licensed and regulated bank, Saxo enables its direct clients to trade multiple asset classes across global financial markets from one single margin account and across multiple devices. Additionally, Saxo provides wholesale institutional clients such as banks and brokers with multi-asset execution, prime brokerage services and trading technology, supporting the full value chain delivering Banking-as-a-Service (BaaS).

Saxo's award winning [trading platforms](#) are available in more than 20 languages and form the technology backbone of more than 100 financial institutions worldwide.

[Founded in 1992](#) and launching its first online trading platform in 1998, Saxo Bank was a Fintech even before the term was created. Headquartered in Copenhagen Saxo Bank today employs more than 1500 people in financial centers around the world including London, Paris, Zurich, Dubai, Singapore, Shanghai, Hong Kong and Tokyo.