

# Press Release

31 May 2018

## **ayondo announces the appointment of former Senior SGX Executive Mita Natarajan as Chief Business Development Officer**

**Singapore, 31<sup>st</sup> May 2018** – Mita Natarajan, former Senior Vice President at SGX, will be joining global Financial Technology group, ayondo Ltd. (“**ayondo**” or the “**Company**”, and together with its subsidiaries, the “**Group**”) on 1<sup>st</sup> June 2018. Ms. Natarajan will join the ayondo Executive Committee as the Chief Business Development Officer and will be based in Singapore.

With Ms. Natarajan’s extensive industry experience and knowledge, the Board of Directors of ayondo believes that this strategic hire strengthens the Group’s position for business growth and investor expansion in Asia Pacific.

“I am very pleased that we have gained Mita as our Chief Business Development Officer. She joins ayondo at a moment of opportunity as our expansion strategy is in full swing. With more than 14 years of experience in the financial industry in Asia, in particular with the Singapore Exchange and her prior Silicon Valley-Tech-background, Mita will be invaluable to the growth of ayondo’s Asian B2B and the Investor Relations strategy” said Robert Lempka, CEO ayondo Group. On 26<sup>th</sup> March 2018, ayondo became the first FinTech listing on SGX.

During her 14 years as Senior Vice President at SGX, Ms. Natarajan headed up several divisions. In her roles at SGX, Ms. Natarajan was responsible for the ownership and management of post-listings services offered to SGX’s listed companies retail and institutional investors and the management of the organisation’s strategy, business development and M&A portfolios. Prior to joining SGX, Ms. Natarajan was part of the founding management team at a technology start-up in Silicon Valley, California. Her career also includes sales and marketing roles with global corporations in Asia and the U.S and functional responsibilities for the development and launch of new products and services. Ms. Natarajan holds a Master’s Degree from Harvard University, USA.

“I am extremely excited to join this innovative and vibrant company and look forward to growing ayondo’s position in Asia,” says Mita Natarajan. “Such a key position in an emerging Singapore-listed FinTech company with global reach suits me perfectly. This is a great opportunity”, adds Ms. Natarajan.

ayondo is considered one of the FinTech pioneers in Europe which has seized the

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opportunity arising from emerging digital technologies and changing trends in the financial industry. By combining trading and investment with elements of social media, the Group is disrupting the traditional asset management industry by offering an alternative way to trade and invest through Social Trading, a community powered concept. Social Trading represents a fast-growing innovation which allows traders to share and follow other traders' trading and investment strategies automatically, proportionally and on a real-time basis.

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### **About ayondo**

ayondo is a global Financial Technology group with subsidiaries authorised and regulated in the UK (FCA) and Germany (BaFin). Besides offering a sophisticated online trading platform, ayondo specialises in Social Trading and is the first company to offer Social Trading services under a portfolio management licence issued by the German regulator, BaFin. In recent years ayondo has won several accolades including Europe's leading Financial Technology providers ("FinTech 50"). Other honours include the International Financial Award Best Social Trading Platform and Broker of the Year.

### **Contact**

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ayondo Ltd. (the "**Company**") was listed on Catalist of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") on 26 March 2018. The initial public offering of the Company was sponsored by UOB Kay Hian Private Limited (the "**Sponsor**").

This press release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the SGX-ST Listing Manual Section B: Rules of Catalist. The Sponsor has not verified the contents of this press release. This press release has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assumes no responsibility for the contents of this press release, including the accuracy, completeness or correctness of any of the information, statements or opinions made, or reports contained in this press release.

The contact persons for the Sponsor are Mr Lan Kang Ming, Vice President, and Mr Gregory Wee Toon Lee, Assistant Vice President, at 8 Anthony Road, #01-01, Singapore 229957, telephone (65) 6590 6881.

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