



INTRODUCING BROKERS

THE SAXO BANK PLAYBOOK

The **Bank**

The **Business**

The Marketplace **Opportunity**

I N T R O D U C I N G B R O K E R S



Introducing Brokers (IBs) offer the Saxo Bank platforms to their clients who are either self-directed investors or advice-based clients for whom the IB trades via a POA (Power of Attorney).

IB clients are Saxo Bank clients who gain the full advantage of the Bank's systems, real-time pricing and risk management, analysis and free streaming news.

IBs are accepted based on their ability to demonstrate clear business planning, sound financials and marketplace strategy.

- Founded
- EU Bank License
- FX Liquidity
- Client geography
- Platform languages
- Service and sales languages
- Average daily FX trades
- Average daily FX volume
- Number of CFDs traded
- Number of FX crosses
- Number of equity global exchanges
- Futures Contracts
- Employees
- Return on equity before tax, 2006
- Profit before tax, 2006
- Net operating Income, 2006



INTRODUCING BROKERS PREFER SAXO BANK

Saxo Bank's Introducing Broker program enables individuals or firms to receive compensation for directing new clients to the Bank. It is a valuable form of partnership. The Bank seeks high caliber financial professionals with local market presence, expertise and, above all, integrity.



1992
2001
Aggregated from Tier one providers
170+ countries
19
40
60,000
USD 10 billion
3,500 +
150 +
20
400 +
900 +
53.4%
205 million DKK
1,002 million DKK

All data as of September 30 2007

The strength of the products, platform and technology offered under the Saxo Bank label help to expand and fortify the prospective IB's commercial strategy. Working with Saxo Bank opens the door for business development approaches that bring to bear the Bank's experience in local markets through lead generation, tailor-made marketing, tactical sales and account management.

A MUTUALLY BENEFICIAL BUSINESS RELATIONSHIP

Saxo Bank's Introducing Broker program is based on a win-win proposition in which revenues are shared. Qualifying institutions or individuals must hold a broker or bank license and have an established base of clients and a sustainable business strategy. In addition, IB's must be committed to administrating and supporting clients, to generating profitable business for the partnership through directed sales and distribution efforts. They must be capable of converting sales leads and product downloads into full-fledged trading clients.

SAXO BANK TECHNOLOGY PROVIDES THE WINNING EDGE

Saxo Bank's award-winning trading platform is the image of its innovative approach to technology. The caliber of custom engineering, data management and infrastructure solutions at Saxo Bank is state-of-the-art. For IBs, the Bank's continuous product, service and functionality upgrades on the platforms delivered via the Internet translate into one's own commercial profile.

The SaxoTrader platform offers unparalleled reach in terms of product inventory, in-depth analysis, data control and risk management and have already attracted professionals from more than 170+ countries.

"The Bank's recognition in the industry translates directly to embolden our partners' reputation."



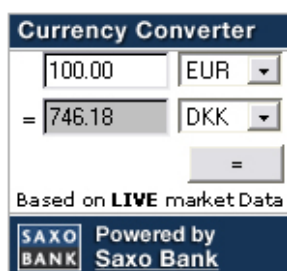
“The Bank works closely with selected Introducing Brokers who demonstrate proven and forward-looking business planning and client management skills.

The Introducing Broker program combines the value of Saxo Bank’s platform and technology prowess with the Introducing Broker’s local financial presence.”

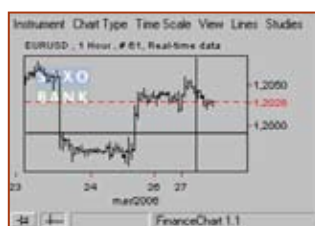
FULLY CUSTOMIZED CONTENT SHARING PROGRAM

In the Bank’s experience, there is nothing more appealing to online investors than real-time quotes and charts. Many visitors to Saxo Bank’s website return regularly for pricing quotations and market information. The Content Sharing Program enables visitors to an IB’s website to gain immediate access to real-time FX quotes and market charts, a streaming FX ticker, online currency conversion, economic calendar and daily analysis at no cost. Introducing Brokers may access streaming news from the world’s leading news providers, daily and weekly analyses and strategies. Selected IBs may work with the Bank’s marketing professionals to build a hosted, sales-oriented, Trader website.

CURRENCY CONVERTER



CHARTS (FX)



STREAMING FX TICKER

EFFECTIVE, INTEGRATED RISK-MANAGEMENT TOOLS

Introducing Brokers’ business can accelerate with the SaxoTrader’s integrated margin, trade and account management tools. The platform’s omnibus account management structure gives each IB a comprehensive, searchable overview of his or her accounts, individual trade activity, commission accounts and service issues. Introducing Brokers gain access to a sophisticated, full-service back-office suite that is easy to use and manage. Block trading, account management, activity logs, margin management and cash management are fully embedded in the platform. The SaxoTrader’s administrative functions are entirely integrated in the “front end” of the product, eliminating the need to switch between different applications, windows or “packages” to manage one’s business.



CUSTOMIZED COMPENSATION PACKAGE

Saxo Bank encourages financial professionals (businesses or individuals) to discuss available compensation programs with our Introducing Broker experts.

To discuss becoming an IB with Saxo Bank, please call:

- Copenhagen + 45 39 77 40 10
 - London +44 (0) 207 151 2000
 - Singapore +65 6303 7800
 - Marbella +34 95 289 9440
- or email: introducingbroker@saxobank.com.

IBs SELECT SAXO BANK

SAXOTRADER





THE PLATFORM

- SaxoTrader

THE MANAGEMENT

- Account structure
- Risk management
- Transparency

THE SERVICE

- Account management
- Commission Structure
- Continuous access to liquidity and exchanges
- Marketing and web support

MULTI-LANGUAGE CUSTOMER SERVICE AND SUPPORT

Saxo Bank serves clients around the world in more than 40 languages. The Bank offers IBs dedicated account management and a 24-hour support network that includes dealing, technical and customer support. The Bank covers all time zones during market trading hours, starting in the Far East on Monday morning through the close of business in the US on Friday. The IB relationship program draws upon more than 12 years' experience working with serious traders throughout the world.

THANK YOU FOR YOUR INTEREST IN SAXO BANK

We take seriously the responsibility of serving you and look forward to welcoming you as a private client, an introducing broker, an institutional trader, a White Label Partner or a fund client.

As an EU-regulated bank, we welcome engagements with suitably licensed prospective partners, and naturally, with serious traders who seek to participate in the capital markets online.



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