

# The Saxo Bank Foundation



**Saxo Bank** exists to democratize trading and investment. While it is our business to facilitate access for traders, investors and partners to global capital markets, it is our ethical duty to educate and empower every human being who wants to navigate their own financial destiny. Making sense of financial markets is too important to be a privilege that belongs exclusively to individuals or institutions with specific financial expertise. We believe that every human being deserves to be enlightened while given the opportunity to act. This is why it has been our quest to level the playing field and create equal opportunities from the day we were founded – and it will always be core to our DNA.

**Our company** was founded in 1992 on a vision to transform an industry dominated by opaque prices and constrained service. From the virtue of pursuing win-win relationships with our clients and partners, we revolutionized the foreign exchange trading industry – decreasing costs while increasing accessibility and transparency.

**What started as an idea** inside the mind of an entrepreneur is today a global multi-asset trading and investment company operating in financial centers around the world with clients throughout the global trading and investment community. We have built an unrivalled platform that provides real-time access to capital markets, enabling tailor-made trading and investment strategies, while allowing individuals to analyze and risk manage their wealth with the tools of professionals.

**At Saxo Bank** our conviction is that every great relationship is based on win-win. Whether with clients, partners or employees, we only win when they win. In the end, the value of money and accomplishments depends on how it's earned – and we do not compromise long-term progress for short term success.

**By leveraging the accelerating opportunities of technology**, we continuously aim to improve the experience of navigating financial markets. By leveraging our independence, we continuously partner with the world's leading experts and banks to deliver best-in-class opportunities, insights and education. We will always invest in tomorrow as much as we invest in today to remain at the forefront of technology and finance, never to become extinct.

**Whether it is navigating financial markets** or in everyday life - at Saxo Bank we aim to empower all human beings to act and evolve without constraint. You can be as different as you want – but never indifferent. We don't expect anyone to be perfect, but we do expect everyone to always take their point of departure in our seven virtues. We believe the most proven path to a successful career and a meaningful life starts and ends exactly there – every day, every relation, every trade and every investment.

**At Saxo Bank** we pursue **Rationality** as a guiding principle in all decision-making. Only when enlightened with rational knowledge and skills can a human be truly free and independent. And only when **Independence** prevails, intellectually and physically, can we develop an **Integrity** that ensures as little distance as possible between our commitments and our actions. And because we believe that every win-win relationship starts and ends with **Honesty**, we will always go with the truth, however consuming or unpleasant it might be. Honesty creates transparency which fosters **Justice** for those who deserve to be celebrated and for those who need to be guided. Since we do not believe in entitlement, what matters is not our past but our **Productivity** in democratizing trading and investment. And when we grow while breathing through the virtues of Rationality, Independence, Integrity, Honesty, Justice and Productivity, we will carry ourselves with **Pride**.

**Saxo Bank** will always aspire to keep every trade and investment as transparent, seamless and cost-efficient as possible. Everywhere, all the time. Change is the only constant in our relentless pursuit to continuously improve the SaxoExperience. The better we become at democratizing trading and investment, the better we become at creating conditions for win-win relationships with our clients, partners, employees and owners.

CEO & Founder  
Kim Fournais