



Saxo and Lion Global Investors collaborate to deliver new investment platform for cost-conscious investors

- *Saxo LGIDirect offers investors direct access to LGI funds and single stocks, bonds and ETFs offered by Saxo*
- *LGI is the first fund house in Singapore to collaborate with Saxo to offer its funds through Saxo's user-friendly investment management tool SaxoInvestor*
- *Speedy digital onboarding with immediate funds transfer allows investors to start investing in just minutes instead of days*

SINGAPORE, 1 October 2019 – Saxo Markets, the leading Fintech specialist focused on multi-asset trading and investment, and Lion Global Investors (LGI), one of the leading asset management companies in Southeast Asia, today launched a new investment platform, Saxo LGIDirect, which allows investors to directly access LGI funds and single securities offered by Saxo.

Saxo.lgidirect.com.sg/investor is accessible via desktop or mobile web browser and allows investors to access a common interface with direct access to LGI funds to build a diversified portfolio of core LGI Funds and other investment products offered by Saxo, such as stocks, bonds and ETFs.

Speedier sign up process and low fees to facilitate investing

New investors who would like to use the Saxo LGIDirect platform to start their self-directed investment journey can open an account with Saxo online by signing up with MyInfo, using their SingPass, in a matter of minutes. With Saxo's technology powering the digital onboarding process, the time taken for investors to start investing is dramatically reduced from days to just minutes. This greatly enhances the user experience as it offers investors a faster and more seamless journey.

In addition to the time saved, the Saxo LGIDirect platform also lowers costs for the investor, removing traditional costs such as sales charges and platform fees. High fees that cut into returns are often cited as a barrier that stops people from taking the first step into investing. With the low cost, ease of use and wider range of products, Saxo LGIDirect hopes to encourage potential new investors to be more confident when it comes to taking charge of their financial future.

"We are incredibly excited to launch Saxo LGIDirect in Singapore with LGI, which is an established and well-known fund house in Singapore. Creating win-win for our partners has always been core to Saxo's DNA, and this joint initiative does exactly that, tapping into our world class technology infrastructure to collectively expand our range of offerings while enhancing the client experience," Adam Reynolds, Asia Pacific CEO, Saxo Markets, said.

Unlocking possibilities in trading and investment

LGI is the first fund house to collaborate with Saxo to offer its funds through a bespoke version of SaxoInvestor. Built on the technology infrastructure of Saxo, the SaxoInvestor platform is easily customisable to meet the needs of institutional and wholesale partners be it banks or financial institutions with investment offerings. Saxo designed a tailored version of the platform in collaboration with LGI to offer users a smooth and fuss-free investing experience.

With Saxo LGIDirect, investors can build diversified portfolios with funds managed by LGI, while trading single securities offered by Saxo, including stocks, bonds and ETFs.



“As one of the leading asset managers in Southeast Asia, we see many mutual benefits in partnering with Saxo to help expand and build LGI’s online presence. This collaboration allows both parties to benefit from each other’s expertise - LGI’s decades-long expertise in managing unit trusts and Saxo’s fintech solutions for traders and, now, investors. Saxo’s processing capability and world class technology enables LGI to evolve and adapt to changing client needs and this collaboration will help to keep investing costs low for investors,” said Gerard Lee, CEO of LGI.

“Today, online trading apps are easily accessible via numerous providers; yet different barriers remain intact or have newly emerged. Be it high complexity, poor service, inadequate product availability, or excessive fees, many traders and investors are still limited in their opportunities and ability to act. With the Saxo LGIDirect customised platform, we hope to play a part in empowering more existing and potential investors to navigate their financial future,” Reynolds added.

Go to Saxo.lgidirect.com.sg/investor to find out more.

About Lion Global Investors Limited

Lion Global Investors Limited, incorporated in the Republic of Singapore (Co Reg No. 198601745D) is a member of the Oversea-Chinese Banking Corporation Limited (OCBC) Group, and one of the leading asset management companies in Southeast Asia. Established since 1986, it is uniquely positioned to provide Asian equities and fixed income strategies and funds to both institutional and retail investors.

About Saxo Markets

[Saxo Markets \(Saxo\)](#) 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 enable individuals and institutions by facilitating their access to professional trading and investing through technology and expertise. Saxo enables its private clients to trade multiple asset classes across global financial markets from one single margin account and across multiple devices. Additionally, Saxo provides institutional clients such as banks and fintechs with multi-asset execution, prime brokerage services and trading technology. 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 Markets was a Fintech even before the term was created. Headquartered in Copenhagen, Saxo employs more than 1500 people in financial centres around the world including London, Singapore, Paris, Zurich, Dubai and Tokyo.

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