

ATFX rebrands Rakuten Securities Australia

ATFX is excited to announce the name change for Rakuten Securities Australia Pty Ltd. is complete. From now on, the entity will be known as AT Global Markets (Australia) Pty Ltd., with the brand name ATFX to continue serving retail clients and the brand ATFX Connect to serve institutional clients in the Asia-Pacific region.

This strategic move reflects ATFX's commitment to streamlining and consolidating its global brand presence. Since its establishment, ATFX has been recognized globally for its innovative technology, comprehensive product range and regulatory compliance. The company has exciting plans for the second quarter this year, as it moves to a bigger new office in Sydney, signaling its growth and its commitment to providing an exceptional trading experience. Additionally, ATFX is proud to confirm it is sponsoring the prestigious Finance Magnates Pacific Summit this August, to showcase the technology and customized liquidity solutions of ATFX Connect, reiterating ATFX's dedication to fostering collaboration and driving innovation within the industry.



ATFX Chairman Joe Li ATFX

Not stopping there, ATFX is also focused on enhancing its services. The company is investing in an upgrade of its client portal and server, and introducing an automatic “know-your-client onboarding system,” ensuring a seamless and efficient trading environment. This upgrade will enable clients to access a wide range of trading tools, educational resources and personalized support, further solidifying ATFX's com-

mitment to delivering an exceptional customer experience.

With such exciting branding activities and projects on the horizon, ATFX continues to demonstrate its strong position as a key player in the financial industry, offering cutting-edge technology like projects driven by artificial intelligence, comprehensive product offerings and unwavering regulatory compliance.

ATFX Chairman Joe Li expressed enthusiasm for this milestone, stating: “The change of name represents a significant step forward for our operations in Australia and underscores our dedication to offering unparalleled trading services to our clients. By leveraging the strong reputation and global brand recognition of ATFX, we are confident that AT Global Markets (Australia) will continue to thrive and uphold the highest industry standards.”

The ATFX logo, featuring the letters 'A', 'T', 'F', and 'X' in a bold, blue, sans-serif font. A horizontal orange line is positioned behind the letter 'A'.