



directa

is an Italian financial brokerage company incorporated in January 1995. Its aim was and remains to allow private investors to buy and sell financial instruments on the markets directly from their computers, with immediate executions and the low commissions made possible by the complete automatization of the processes.

Directa began providing retail customers with trading services on the Italian Stock Exchange in March 1996 using a non-Internet modem-based proprietary system. It has thus been the pioneer of online trading in Italy and one of the first online brokers in the world. It has specialized in suiting the needs of very active investors, as day and heavy traders. Its trading platforms are entirely proprietary and are constantly enriched and improved.

Today Directa celebrates its first 20 years of existence opening trading on the London Stock Exchange markets.

Mario Fabbri, CEO of Directa, has commented: "Directa is born with the vision of providing any so inclined retail trader with online access to the financial markets: a possibility which in 1995 was not yet existing, neither in Italy nor elsewhere. Therefore twenty years later it is for us a real satisfaction to find ourselves as a leader in this sector. From the very beginning our guiding idea is that Directa's success identifies itself with providing customers with innovative and high quality trading services.

It has been an honour for us to be invited by the London Stock Exchange Group to open the market today".



directa
20 years
only online trading

Additional info for the Press:

Directa Sim has about 17,000 customers to which it provides online trading and related services.

Many of these customers are held jointly with over 200 Italian partner-banks.

As part of the Italian Stock Exchange, Directa offers trading on NYSE, NASDAQ, AMEX and US BATS, CME, Eurex, LIFFE, XETRA, BATS Chi-X Europe and LMAX Exchange.

To its customers Directa provides free of charge various trading platforms including:

- Darwin, a proprietary Java platform that allows composing and linking together many different modules and tools to build a personalized trading environment.
- TouchTrader, a proprietary iOS trading solution, downloadable from the App Store, which transforms an iPhone or iPad device in a powerful trading station, which can connect to the financial markets with high quality one-tick trading and speedy market data feed.
- Visual Trader, a Technical Analysis software developed by Traderlink srl and provided by Directa to its customers free of charge, which in addition to entering and managing trading orders, allows to spot and monitor market trends, trace trend-lines and display many indicators.
- Directa can also manage orders coming through Bloomberg and MultiCharts.

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