



PRESS RELEASE

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TradeHero Launches New App for Stock Traders

Singaporean start-up brings novice and knowledgeable traders together

Singapore, 6th December 2012- Participating in stock trading may be intimidating for most casual investors and deciding on the right trades to make can be an impossible task. Experienced traders have the knowledge and expertise, but without any incentive there is no reason to share information with other investors. TradeHero aims to bridge the gap by providing a platform where anyone can make money from the financial markets, by subscribing to the expert trade feeds of top traders as guidelines for your real-life trades, or becoming a top trader and earning monthly subscription fees from other users who follow your trade feeds.

TradeHero is a stock market simulation mobile app that draws real-time data from 14 stock exchanges, 45,000 global securities and 1,300 currency pairs. Users are credited with a \$100,000 starting portfolio and can make trades to create their own virtual portfolio. The app's Leaderboards identify the most successful traders (known as 'Heroes') by their returns, and they are ranked by Exchange, Sector, Monthly or Quarterly returns, as well as overall returns.

Followers can subscribe, for a small monthly fee, to follow and receive trade feeds from their chosen Heroes via push notifications on their mobile device. These push notifications detail each Buy and Sell action of the Hero, allowing followers to receive expert trading tips and personal insight into successful investment strategies. TradeHero will share subscription revenue from followers equally with Heroes, thus allowing Heroes to monetize their trading expertise.



TradeHero CTO Dominic Morris suggests that the innovation 'helps to galvanise a global community of financial traders', enabling the financial markets to be more transparent and interactive. As the world's first truly social investment network, the TradeHero community aims to break down the barriers to participating in financial markets. Meanwhile, skilled traders can gain a large following and earn extra income quickly. In time, Followers can challenge for the top positions on the Leaderboard.

The innovation had caught the eyes of TNF Ventures, and TradeHero snared a \$600,000 investment, the first investment dollars from TNF Ventures since its inception in May 2012.

“Social games that mimics real trading experience presents an incredible opportunity for anyone who wants to put their trading skills to test without burning real cash and yet receive real cash when others idolize you. Dinesh and Dominic are game changers and innovative in creating new experiences for traders and we are excited to be involved in this venture.” said Ms Shirley Wong, Managing Partner of TNF Ventures.

TradeHero was founded in Singapore in early 2012 by CEO Dinesh Bhatia, an experienced local start-up entrepreneur, and CTO Dominic Morris, former head of e-commerce quality at Standard Chartered. Together they envisaged an app that would transform the world into a virtual trading floor.

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About TradeHero

Founded in 2012, TradeHero's mission is to provide a platform for traders to monetize their investment expertise, by democratizing trading in a social and gamified mobile app. TradeHero is a free stock market simulation app, which draws real-world data from 14 stock exchanges to create an unrivalled global social investment network. The app brings novice and knowledgeable traders together, allowing novice traders to subscribe for stock tips via push notifications, and top traders to earn subscription fees from followers. Based in Singapore, TradeHero is a VC funded company, whose co-founders have over 30 years' experience of IT and entrepreneurship between them.