



KERFORD INVESTMENTS

an online evolution

www.kerfordfx.com

The image features a pair of hands, palms up, holding a glowing circular portal. The background is a vibrant, swirling pattern of orange and yellow light, creating a sense of motion and energy. The text "Kerford Investments" is written in a white, serif font along the top inner edge of the circular portal. The text "An Online Evolution" is written in a white, serif font along the bottom inner edge of the circular portal.

Kerford Investments

An Online Evolution



Knowledge and support
To meet your challenges





A Tradition
of Excellence

Kerford Investments Limited is a leading investment and trading company, while recognized as a part of a leading Multinational Group of Companies with well established presence in more than 20 countries worldwide. As a primary market maker Kerford offers individual and institutional clients a comprehensive coverage and direct access to the international financial market, while offering specialized trading and execution services in Foreign Exchange, Metals, CFD's and Over-the-Counter Markets. The company now makes competitive prices in major currency pairs, 24 hours a day, from Sunday evening London time until the New York close the following Friday.

From inception, Kerford has progressively expanded its portfolio of products and services, and now makes markets for CFD's, Foreign Exchange and OTC currency options, base and precious metals. Kerford's sophisticated internet-based multi-currency trading platform enables the company to act as a liquidity wholesaler directly to clients and to offer internet trading solutions to the global financial services community.

Kerford Group of Companies has been active in North America, Europe, African, Far East and Asian countries, while having ongoing expansions in the Middle East market with an objective to enable the company offer service to larger clientele including institutions, fund managers, introducing brokers and individual traders on a wide range of products. We combine the experience of our high caliber people with the latest technology, to provide an institutional quality service to all our clients.

Kerford's online capabilities are structured considering all our clients sophisticated needs. It contains tools and information's that our clients may need to successfully engage in currency trading and investments. There are absolutely easy-to-use features as a result of pioneering trading software that gives fast and accurate prices and other relevant market information such as real time price charting, technical indicators and up-to-the-minute world and financial news facilitating our clients to make informed decisions.

A trading platform with these services was previously available only to professionals working in financial institutions. But with our proprietary software, clients in Kerford can now have the benefit of real-time and reliable information, 24/7, from around the world, keeping themselves constantly updated. And, we have devoted considerable resources to ensure the dealings and transactions of our clients through our website are secure and protected.

We are committed in enhancing our technological advantages. We are constantly on the lookout for trends and opportunities in the market to provide our clients and our Introducing Agents throughout the world with value added products and services at very competitive and reasonable costs. Our technological infrastructure and investment in forex trading software indicates more growth in the future as the demand for its products and services continues to assist traders throughout the world.

At the forefront of software technology in trading

A large number of clients enjoy the advantages of our comprehensive services every day. We hope you will also choose to be a part of the large Group. Feel free to contact any of our worldwide offices or our authorized Introducing Brokers to explore the opportunities.

KERFORD PRODUCTS

Foreign Exchange Market:

Opportunities from around the World: Over the last three decades the foreign exchange market has become the world's largest financial market, with over \$1.5 trillion USD traded daily. Forex is part of the bank-to-bank currency market known as the 24-hour inter-bank market. The inter-bank market literally follows the sun around the world, moving from major banking centers of the United States to Australia, New Zealand to the Far East, to Europe then back to the United States.

Until recently, the forex market wasn't for the average trader or individual speculator. With the large minimum transaction sizes and often-stringent financial requirements, banks, hedge funds, major currency dealers and the occasional high net-worth individual speculators were the principal participants. These large traders were able to take advantage of the many benefits offered by the forex market vs. other markets, including fantastic liquidity and the strong trending nature of the world's primary currency exchange rates.

ADVANTAGES OF THE FOREX MARKET

- ◆ Forex is open 24 hours a day.
- ◆ Forex is the most liquid market in the world.
- ◆ 100 to 1 leverage reduces the need for large amounts of capital.
- ◆ Minimal commission trading on all International currencies.
- ◆ No restrictions on shorting which allows you to enjoy profit opportunities during any market condition.

Realize the potential of this dynamic and exciting opportunity

**ONE SOLUTION FOR ALL
YOUR BUSINESS NEEDS**

Foreign Exchange Markets are moving in the core factors like,

Trade and Investments: Companies who import or export goods are buying them in one currency and selling them in another; this means they pay out money in one currency and receive money in another. They therefore need to convert some of the money they receive into the currency in which they pay for goods. Similarly, a company that buys an asset in a foreign country has to pay for it in the local currency, and so we need to convert its home currency into the local foreign currency.

Speculation: The FX rate between two currencies varies in line with the relative supply and demand for the two currencies. Traders can make profits buying a currency at one rate and selling it at a more favorable rate.

Hedging: Companies who have assets, such as factories in foreign countries are exposed to the risk of those assets varying in value in their home currency due to fluctuations in the FX rate between the two relevant currencies. While the foreign assets may retain the same value over time in the foreign currency, they produce a profit or loss in the company's domestic currency if the FX rate changes. Companies can eliminate these potential profits or losses by hedging. This involves executing an FX transaction, which will exactly offset the profit or loss of the foreign asset caused by changes in the FX rate.

Kerford gives you the access and resources to Trade Forex

As a primary market-maker in foreign currency trading, Kerford is able to offer smaller transactional sizes and allow traders of almost any size, including individual speculators or smaller companies, the opportunity to trade the same rates and price movements as the large players who once dominated the forex market. The forex market removes the traditional barriers that exist in other markets without restricting the forex traders' ability to make a trade at the right times.

Select the market, select the time and start trading. The massive liquidity of forex, combined with a true 24-hour market that's traded 5.5 days a week, offers you exceptional independence and choices to trade forex when you want to, not when the market wants you to. During each trading day, overall forex volume is determined by what markets are open and the times each of these markets overlap one another. With each passing second, minute and hour, forex volume remains high, but peaks highest when the British, European and U.S. markets are open at the same time - from 1 p.m. GMT to 4 p.m. GMT. The volume of the Pacific Rim markets, such as Japan and Hong Kong, subsides compared to the crest of the U.S. market, but still offer the forex trader the ability to analyze the highly traded Pacific Rim currencies.

Foreign Exchange is traded Over-the-Counter (OTC), operating worldwide, 24 hours a day. An over-the-counter market is considered to be the benchmark for high liquidity. London is the world's largest FX trading center, followed by New York and Singapore. As the largest money market in the world, Forex is the only one that is not a regulated market in the global scenario. We build a dynamic asset pricing model that captures all the features in the current markets. The market for OTC derivatives has expanded steadily and rapidly over the past two decades. Moreover the widespread use of innovations such as online trading and clearing have the potential to increase efficiency and reduce systemic risk, they could also blur some of the distinctions between exchange traded and OTC instruments.

Foreign Exchange markets allow market participations to exchange one currency for another currency. One counter party buys a specified currency from the other counter party in exchange for another currency. The relative amounts of the two currencies are determined by the foreign exchange rate between those two currencies. The deals could also be a currency against a precious metal. The date on which the two currencies are exchanged is known as the settlement date or value date. In the Foreign Exchange market, trades can be executed in variable amounts, dates and denominations. There are no standardized contract sizes or dates. Trading tends to occur in a centre during its normal working hours. As a result, trading starts in Asia, then moves to London at the end of the Asian working day and continues in New York at the end of the working day in London.

Learn

Explore

Action

Right choice of a
Smart Investor




KERFORD INVESTMENTS

Turning relationships
Into productive resources

Knowledge is the key to success in the
Foreign Exchange Market

Kerford helps you putting valuable resources at your fingertips



Metals/Gold:

Among the wide range of financial products traded today, the precious metals have been the most fascinating commodities. Among them top the Gold market, which stands out having a universal appeal in the international investment community. Many Nations and Central Banks use gold as a store of wealth and a medium of international trade. Today, gold prices float freely in accordance with supply and demand, responding quickly to political and economic events.

Kerford as a primary market maker provides Metal/Gold prices and quotes everyday from 8.00am to 7.00pm GMT and providing fast/accurate prices covering a wide array of precious metals and order types. Our team of experts gives up-to-date, reliable and comprehensive market information and research data providing valuable online support to your trading activities all day.

CFD (Contracts for Difference):

A Contract for Difference is a contract with an entity to transfer the difference between the opening value and the closing value of an instrument, whether that instrument is an individual equity, a bond, an option and so on. CFD's are the fastest growing instrument, simple, cheap and highly flexible. The best way to trade individual shares on margin is by using Contracts for Difference or CFD's. Trading a CFD is very similar to normal share dealing. You deal at the cash price of the share, and pay a commission which is calculated as a percentage of the value of the transaction.

Contracts for Difference (CFD's) are mounting quickly in reputation and for the experienced investor they are proving an attractive means of gaining disclosure to the economic performance and cash flows of individual equities without the need to invest in the physical share. A CFD is a financial instrument linked to the underlying share price. Consequently, no rights are acquired or obligations incurred relating to the underlying share and, depending on your view of a company's share price, you can buy (go long) or sell (go short). The ability to go short is one of the principal attractions of CFD's as other methods of going short are both expensive and inconvenient.

Contract for Difference (CFD) is a single trading tool for both long and short strategies with all the ease and convenience. CFD prices are highly correlated to the price movements of the ready market. In addition, our CFD clients will also enjoy the same economic benefits such as share dividends, bonuses and stock splits.

The Kerford CFD service includes some particularly valuable features not usually available from our competitors:

- Convenience to take short or long positions using a single CFD account.
- Trade up to 5 times of your capital.
- No delivery of shares needed, and no clearing fees.
- Immediate execution and competitive deposit rates
- Optional guaranteed stops put an absolute limit on your risk

Integrating Investment Strategy and Internet Technology



Meet your challenges with
our Knowledge and Support



Committed For
Your Satisfaction

Over-the-Counter (OTC):

The OTC market is a negotiated market whereas stock exchanges are auction markets. An over-the-counter stock market is a network of brokers and dealers that trade stocks and bonds and shares of publicly traded companies that are not listed on a stock exchange. Sometimes companies prefer to be listed on an OTC market instead of listing on a stock exchange. Over-the-Counter market is a negotiated market where securities transactions are made via internet and telephone than on the floor of an exchange.

In Over-the-Counter (OTC) markets, an investor who wants to sell an asset must search for a buyer, incurring opportunity or other costs. When two counterparties meet, their bilateral relationship is strategic. Prices are set through a bargaining process that reflects each investor's alternatives to immediate trade. The buyer, in particular, considers the costs that he or she will eventually incur when he or she wants to sell, and so on for all future owners. We build a dynamic asset pricing model that captures these features.

The OTC market has a big role to play in the primary market. Many new stock issues are sold over-the-counter initially. An over-the-counter market is measured as a standard for high liquidity and subject to widely noted illiquidity effects that differentiate the yields of on-the-run securities from those of off-the-run securities. The market for OTC derivatives has expanded steadily and rapidly over the past two decades. Activity in OTC derivatives markets has been primarily concentrated in three types of instruments: swap agreements, options and hybrid instruments. Moreover the widespread use of innovations such as electronic online trading and clearing have the potential to increase efficiency and reduce systemic risk, they could also blur some of the distinctions between exchange traded and OTC instruments.

ADVANTAGES

Our mission is to offer clients the best combination of advanced trading software, low costs and low margin requirements, efficient and secure back office fund administration, and a broad array of products with high profit potential.

A few of our advantages in the currency market are,

Low Costs: Competitive and low commission and fees enhances clients trading performance. In addition, Kerford offers complete transparency of where the market is trading, and where it can be bought or sold.

Innovative Trading Software: The Kerford trading software provides real-time prices in all major currency pairs/ market, as well as live charts, and real-time account equity tracking. We believe that this trading software sets a new standard in performance and reliability.

Product Offerings: Kerford can meet all of your trading requirements with a single account. In addition to Forex, Kerford offers relevant services and guidance to explore trading opportunities in wide range of financial instruments through its counter parties.

Hedging Capability: Clients can open positions in the same instrument in opposite directions without offsetting positions and without using additional margin. Clients have complete control over whether they close or hedge their positions to reduce risk.

Prompt and Fair-trade Execution: Market orders are confirmed within seconds at prices clicked on or accepted by the client. Furthermore, Kerford facilitates prompt implementation of all Forex Stop and Entry Stop orders that are placed by the clients for their respective trading accounts.

Kerford brings a World of Opportunities closer to you



Client Confidentiality: Kerford offers all its clients a tax-free jurisdiction and complete confidentiality pertaining to all customer personal information and transactions in the customer trading account with Kerford.

Safety of Funds: Client funds are maintained in separate accounts and backed by strong financial capability of the Kerford Group of Companies.

Customer Support Service: Kerford's professional staff is available 24 hours a day to answer questions and provide assistance. The call centers in Kerford are round the clock for the volatile market, because we are committed to provide quality services to keep pace and to cater the varying needs of our dear customers. Our dealers can be accessed at all times via Live Chat, and our technical and administrative support is second to none.

Fast and Efficient Back Office: Kerford prides itself on speed and efficiency of both opening new accounts and processing client withdrawals. Accounts can be funded via bank wire transfer without involving any third party account or other sources. However all sources are subject to the scrutiny and approval of Kerford's Compliance team. Kerford's customer support executives and authorized Introducing Agents operating worldwide are dedicated to making administration of clients account fast, efficient, and secure.

Risk is limited to Deposited Funds: Kerford's sophisticated margin and dealing procedures mean that clients can never lose more than their funds on deposit. In the beam of risks involved, please undertake your transactions only if you know the real life situations in the market. Otherwise your investments are subject to profit/loss. Due to the changing momentum in the global markets and the universal propositions in trading its better if the investor has proper guidance from the top business consultants.

Advisory Service and Information Support: To succeed during trying time's clients need confidence that comes from reliable human means. A reliable source of information, a skill to convert information to beneficial opportunities and a pair of eyes to closely monitor evolving conditions during the exposure is imperative to succeed. We understand these aspects and constantly endeavor to accomplish them through methods and practices we follow.

KERFORD SERVICES

- Streaming Live quotes from reputed sources.
- Quotes for your trade implementation and facility to place orders online.
- Split-second execution and immediate order confirmation.
- Competitive dealing spreads of 4-5 pips on all major currencies.
- Live Charts and News updates from across the globe.
- Online Account reports on open, contingent, settled, cancelled and offsetted orders and option to automatically liquidate market orders.
- Real-time P/L and commission tracking.
- Printer-friendly version of summary of financial details.
- Set individual equity margin stop-loss level and margin alerts upon reaching the specified level.

Kerford, the real choice to match your Global Perspective

RISK WARNING

The investments in forex, equity shares, derivatives and others have varying element of risk. You should therefore carefully consider whether such trading is suitable for your financial condition. In case you trade and undergo unpleasant consequences, no one is responsible for such a trade. You must acknowledge and accept that there can be no guarantee of profits or no exception from losses while trading in different markets. It's the role of client itself to avoid the loss in trading. We as a provider and advisor will help you to minimise the risk in the markets. But anyone in the market can't predict the upcoming scenario that trails or mounts the market. Risk factors are different according to the varying markets. Different risks associated with the markets are business risk, financial risk, market risk, liquidity risk, default risk, systematic risk, specific risk, residual risk, credit risk, counterparty risk, operations risk, settlement risk, country risk, portfolio risk, systemic risk, legal risk, reputation risk and many more.

OUR GLOBAL PRESENCE

Kerford is part of a fifteen year old high growth global network of 30 offices in 20 countries. Our network's core business is financial information and trading services that has a growing demand. Spanning the developed and emerging economies of the world we are tested and proven under diverse cultural and business environments.

Our competitive edge comes from our experience and ability to succeed on a global scale via long term presence and understanding in-depth needs of our clients in different markets. The network as a whole employs more than 2000 people with professional financial services backgrounds in all its location.

Your business is important to us and so is your satisfaction. We are committed to providing the best possible tools, the best possible service, and above all, integrity.



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