

# TradeStation Further Expands Asian Market Presence, Partners with Shinhan Investment Corp. to Launch *TradeStation 9.5* in Korea

Plantation, Florida

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[TradeStation](#), a Monex Group company (Monex Group, Inc. is listed on the first section of the Tokyo Stock Exchange, [code: 8698](#)), announced today its expansion into the fast-growing Asian financial markets. TradeStation has partnered with Seoul-based Shinhan Investment Corp., a leading provider of brokerage and investment banking services in Korea, to make *TradeStation 9.5*, the latest version of the company's trading platform, available to Korean retail and professional traders in their local securities and futures markets.

In November 2013, TradeStation and Shinhan entered into a strategic alliance granting Shinhan the exclusive right to market, offer and provide to the Korean investor market industry-leading trading technology powered by *TradeStation*. This new trading platform gives Korean investors and traders local language translation, localized for that market both by translation into the Korean language and by seamless compatibility with the Korea Exchange equities and futures markets, and access to Shinhan order-placement and back-office systems. TradeStation will be the only premium platform offered by Shinhan.

"Given the size and active nature of the Korean trading market, we judged Korea to be a desirable spot to attempt the first local integration for *TradeStation 9.5*," said Salomon Sredni, CEO of TradeStation Group, Inc. and COO of Monex Group, Inc. "We picked Shinhan, among many other candidates, because of the company's combination of excellent customer service and agile risk management capacity."

"We are very excited to be able to offer *TradeStation* to the Korean market," said Dae Suk Kang, CEO of Shinhan Investment Corp. "There is clearly nothing else like it in Korea, and we believe that serious, active and professional online investors and traders in our markets will appreciate the power, leverage and benefits using *TradeStation* will bring them."

Sredni added that the official launch of TradeStation in Korea marks the beginning of a wide-ranging expansion into the Asian financial markets.

"We expect to launch the system in Japan, hopefully early next year, and similar discussions are ongoing in China," Sredni said. "Our greatest challenge is to pick the ideal partner to help us achieve seamless integration of our trading technology and services in each local market. Our alliance with Shinhan marks the culmination of this process in Korea, and we look forward to forging similar alliances as we continue to expand our presence in the Asian markets."

## **About TradeStation Group, Inc.**

TradeStation Group, Inc., through its principal operating subsidiaries, TradeStation Securities, Inc. and IBFX, Inc. (a/k/a TradeStation Forex), offers the TradeStation analysis and trading platform to the active trader and certain institutional trader markets. The TradeStation platform offers electronic order execution and enables clients to design, test, optimize, monitor and automate their own custom Equities, Options, Futures and Forex trading strategies. TradeStation Group is a wholly owned subsidiary of Monex Group, Inc., one of the largest online financial services providers in Japan.

TradeStation Securities, Inc. (Member NYSE, FINRA, SIPC, NSCC, DTC, OCC & NFA) is a licensed securities broker-dealer and a registered futures commission merchant (FCM), and also a member of the BATS Y-Exchange, BATS-Z Exchange, BOX Options Exchange, Chicago Board Options Exchange, Chicago Stock Exchange, EDGA Exchange, EDGX Exchange, International Securities Exchange, NASDAQ OMX BX, NASDAQ OMX PHLX, NASDAQ Stock Market, NYSE Arca and NYSE Mkt. Its TradeStation Prime Services division, based in New York, seeks to provide prime brokerage services, including securities lending, to small and mid-sized hedge funds and other firms. IBFX, Inc. (Member NFA) is a Retail Foreign Exchange Dealer (RFED) that provides the company's forex brokerage offering, and [IBFX Australia Pty Ltd](#) (ASIC regulated) provides forex brokerage services outside of the United States. The London-based subsidiary, TradeStation Europe Limited (FCA regulated), introduces UK and other European accounts to TradeStation Securities, Inc. and [IBFX, Inc.](#) The company's technology subsidiary, TradeStation Technologies, Inc., develops and offers strategy trading software tools and subscription services, and hosts the TradingApp® Store.

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