

# ELANA Trading

## 2011

*Update: 30.06.2011*



 **20 years ELANA**

q **ELANA Trading** – registered in 1997 as one of the first brokerages in Bulgaria, fully licensed for services in Bulgaria and abroad by the Bulgarian Financial Supervision Commission. Brokerage services started in 1991 as ELANA.

q A member of the Bulgarian Stock Exchange, Central Depository and the Bulgarian Association of Licensed Investment Intermediaries.

q ELANA Trading is part of ELANA Financial Holding, one of the largest non-banking financial groups in Bulgaria with 20 years of history.

q ELANA Financial Holding represents a family of leading market players in a range of expertise areas: trading on financial markets and investment banking (ELANA Trading), asset management (ELANA Fund Management), investment in agricultural land (ELANA Property Management), business consultancy on EU funding (ELANA Investment).

q ELANA as an investment group comprises holding structures – one with a financial services portfolio and another for management and development of renewable energy investments.

### ELANA Trading International Partnerships:

q Exclusive partner for Bulgaria of the US Auerbach Grayson & Co. providing services on 127 markets worldwide.

q Partner of Saxo Bank for Bulgaria in online trading on international markets.

q Some of ELANA Trading partners: Rosenthal Collins Group, Saxo Bank, Deutsche Bank, Ameritrade, Sucden Financial, CMC Markets, GFT, IG Index, Man Financial, MF Global, Cowen Group, etc.



q **ELANA Trading** retains a market position in the lead on the local stock market for 20 years – traditionally, in the top 3 brokers among total of 50.

q Approx. 10% market share & No.2 on the market by number of deals on the Bulgarian Stock Exchange (30.06.2011, BSE).

q 39% market share (30.06.2011, BSE) and No.1 on the market by retail customers using the COBOS Internet platform of the Bulgarian Stock Exchange.

q **Bulgarian brokerage 2010** – awarded for ranking first within the annual rating of local brokerages by The Banker Weekly.

q Maintaining a leading market position in the local investment banking sector - some of the groundbreaking steps: placed the first bond issue on the market, managed major IPOs among which the first IPO of an industrial and a FMCG companies, etc.

q **Prizes by the Bulgarian Stock Exchange** for annual number of deals from 2006 to 2010. Awarded twice for contribution to the development of local investment banking (2006 – 2007).

q In 2009 introduced the first 24-hour online investment reporting system on the local market – **ELANA Online** (integrating all investment on financial markets & ELANA mutual funds).

q In 2009 – 2011 Slovenian KD Group and Bulgarian PK-95 recommended **ELANA Trading** to their customers when closing their local brokerage business.

## **Trading on the Bulgarian Stock Exchange – Sofia**

Broker services and online trading - COBOS service (The Bulgarian Stock Exchange web-based trading platform).  
Investment advice on the Bulgarian stock market.

## **Trading with over 30 000 instruments on global financial markets**

24-hours access through desktop, laptop and mobile phone via online trading platforms ELANA Global Trader ,  
ELANA Web Trader and ELANA Mobile Trader – in partnership with leading European investment bank Saxo Bank.

## **Fixed income & Money markets**

Primary and secondary bond market (government, municipal, corporate, mortgage, global bonds).

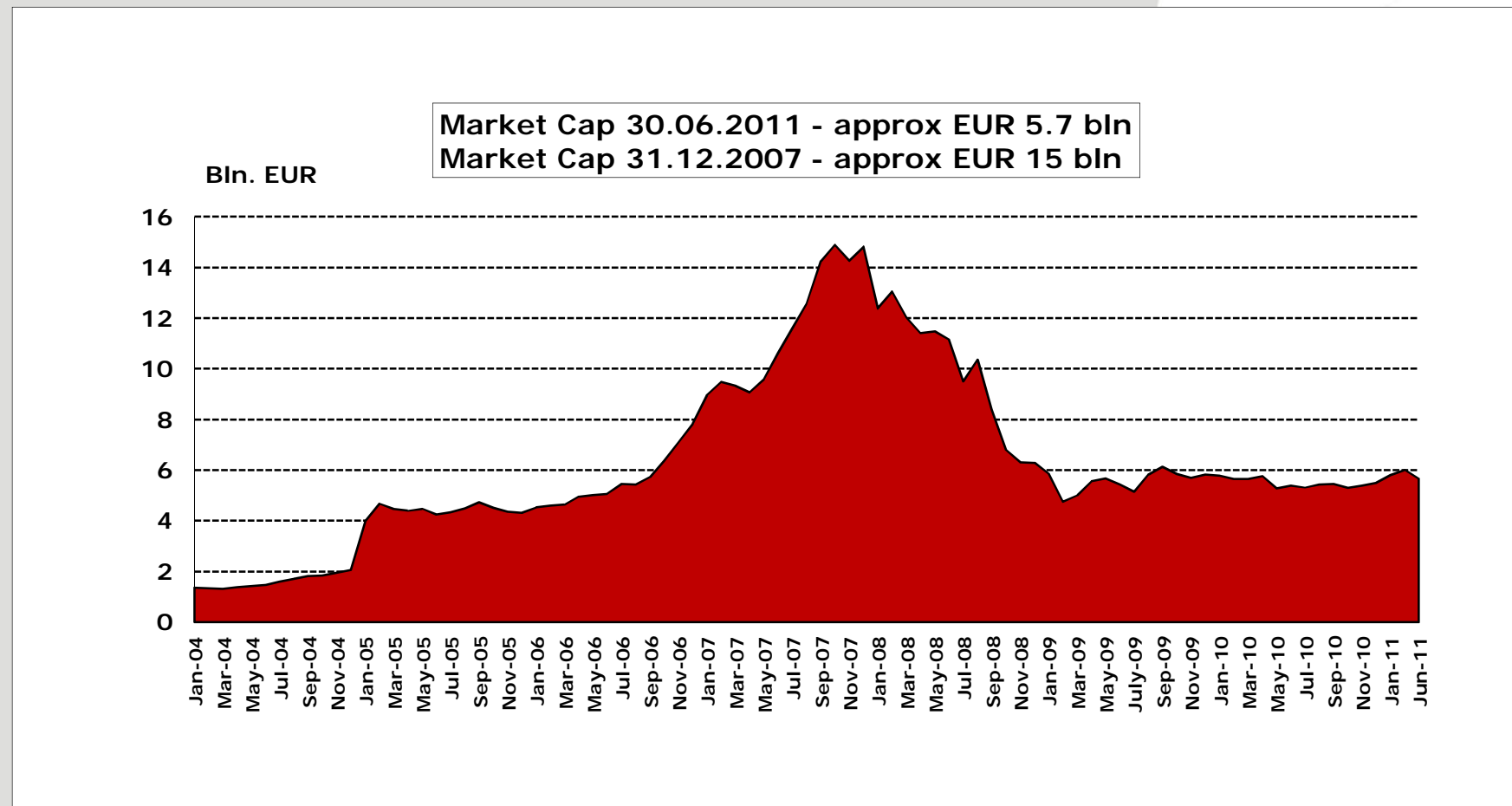
## **Investment banking**

Structuring, placement, underwriting of equities and bonds.

## **Research and Analysis**

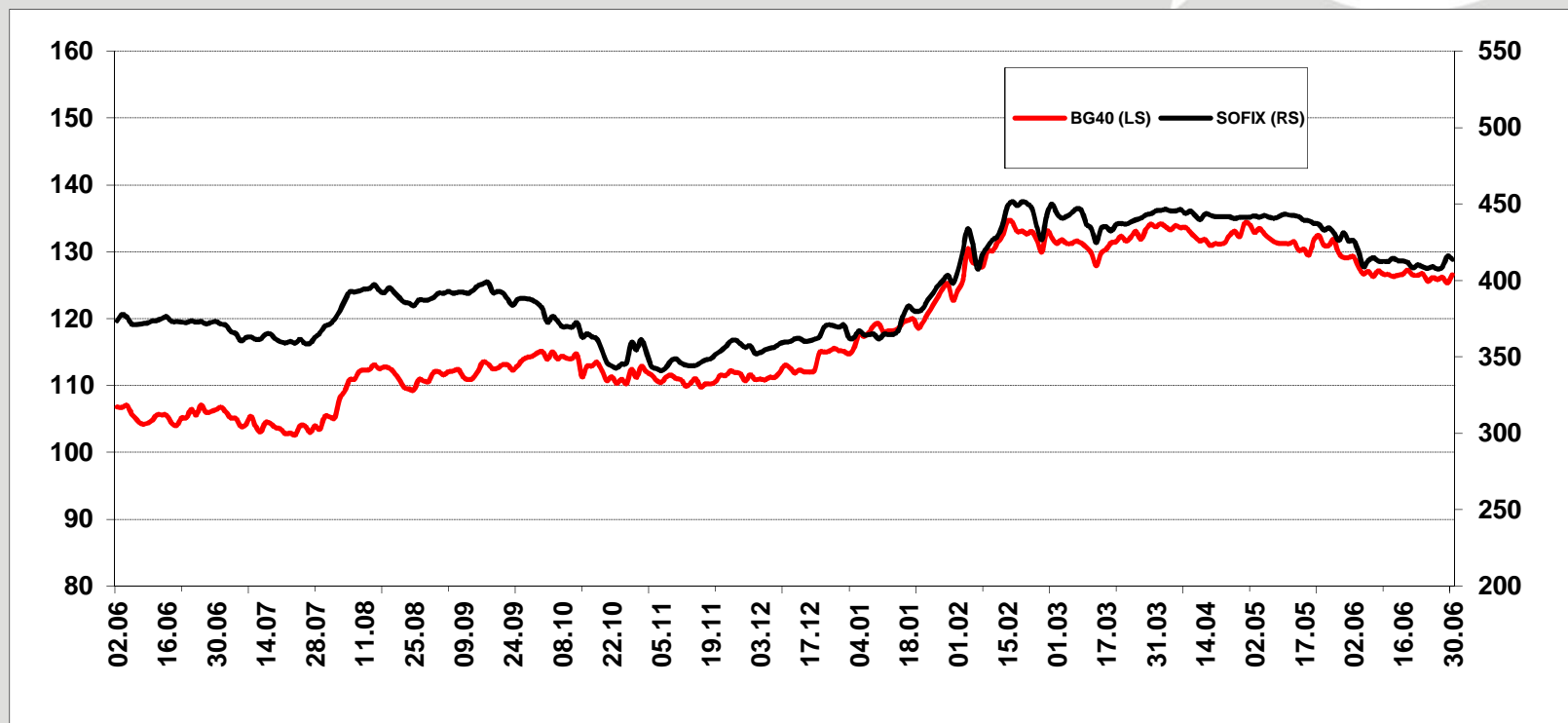
Bulgarian stock market daily and weekly bulletin, international markets daily bulletin, monthly stock picks, in-depth analyses of BG companies, IPOs, as well as macroeconomic reviews and other economic research.

Research reports are published by Thomson Reuters, Bloomberg, Standard & Poor's Capital IQ, Factset and other financial information companies.



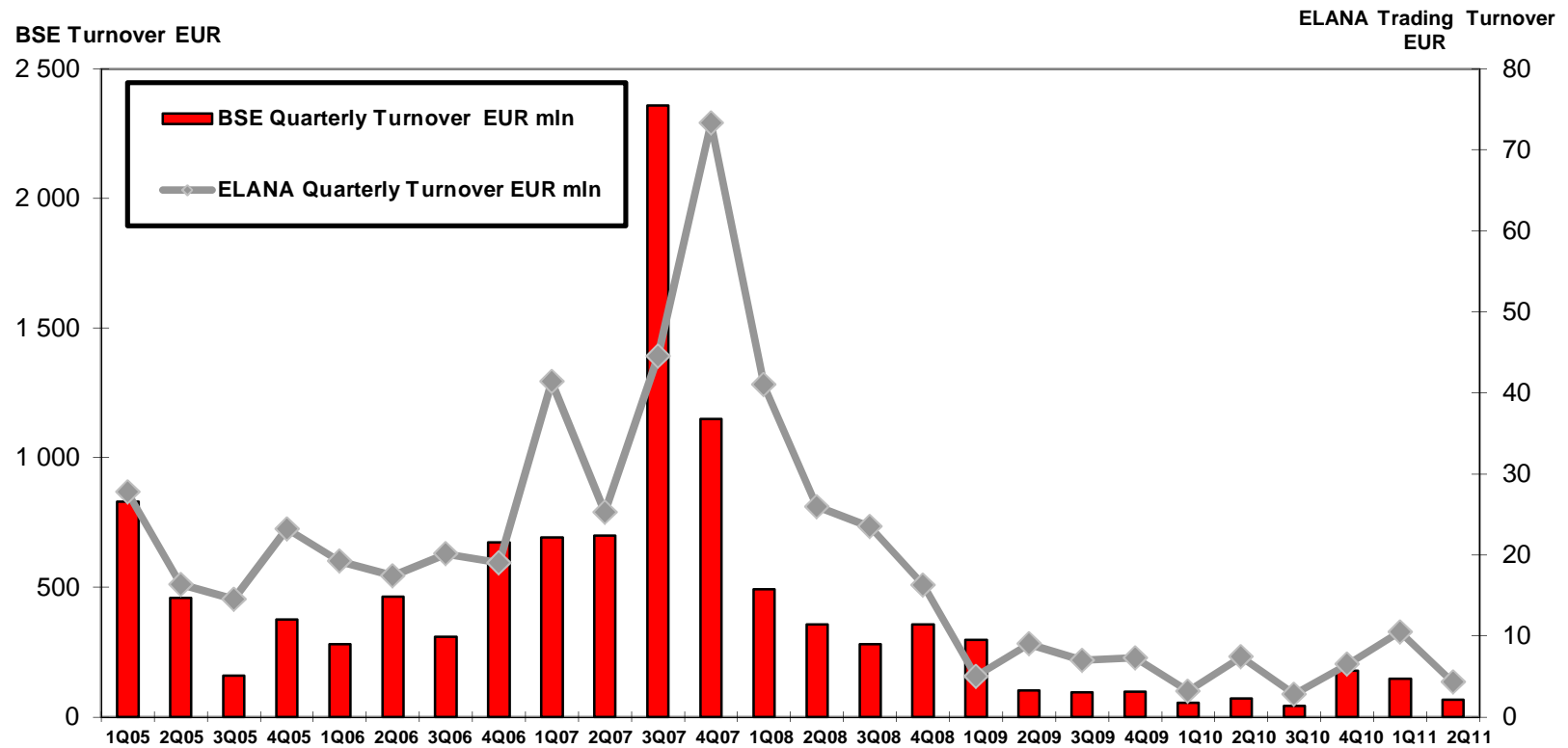
Source: BSE

SOFIX – 15 largest and most liquid companies  
BG 40 – 40 most liquid shares



Source: BSE Sofia

### ELANA Trading - Turnover on the Bulgarian Stock Exchange 2005 - 2011



Source: BSE

q **ELANA Trading - Bulgarian brokerage 2010**: awarded for ranking first within the annual rating of local brokerages by The Banker Weekly.

q **ELANA Trading** was granted the annual prizes by the Bulgarian Stock Exchange for top 3 brokerage by number of deals on the local stock market 4 years in a row (2006 – 2010) and two years in a row for contribution to investment banking.

q **ELANA Fund Management** was awarded **The Asset Manager of the Year** for 2006, 2007, 2008 and 2009 within the annual rankings of the industry by The Banker Weekly.

q **ELANA Money Market Fund** was awarded **Business New Europe 2009 Best Fixed Income Fund** among funds investing in CEE and CIS.

q **ELANA Agricultural Land Opportunity Fund REIT** was awarded **REIT with Best Corporate Governance 2007** by the Bulgarian Association of Investors.

q **ELANA Money Market Fund** was granted the prize **Investment Product 2007** at the International Financial Exhibition *Banks, Investments, Money*.



q ELANA Trading got the annual prize of the Bulgarian Stock Exchange for the biggest number of issues in 2005.

q ELANA Holding was awarded for ELANA Agricultural Land Opportunity Fund REIT with the Financial Product of 2005 at the International Financial Exhibition *Banks, Investments, Money*.

q ELANA Trading got the award Financial Product of the Year for its web-based trading platform ELANA Trader 2.0 at the International Financial Exhibition *Banks, Investments, Money* (2003).

q ELANA Fund Management got the award Financial Product of the Year for its first mutual fund ELANA Eurofund at the International Financial Exhibition *Banks, Investments, Money* (2003).



## **ELANA Trading**

Tel: (+359 2) 810 00 20 ; 810 00 29

Fax: (+359 2) 958 25 62

E-mail: [dealing@elana.net](mailto:dealing@elana.net)

## **Departments**

### **Forex Department**

Tel: (+359 2) 81 000 29

E-mail: [fx@elana.net](mailto:fx@elana.net)

### **Trading on the Bulgarian Stock Exchange Department**

Tel: (+359 2) 81 000 25

E-mail: [brokers@elana.net](mailto:brokers@elana.net); [bse@elana.net](mailto:bse@elana.net)

### **Trading with Debt Instruments Department**

Tel: (+359 2) 81 000 26

E-mail: [kichukov@elana.net](mailto:kichukov@elana.net)

### **Research & Analysis Department**

Tel: (+359 2) 810 00 23

E-mail: [research@elana.net](mailto:research@elana.net)

### **Investment Banking Department**

Tel: (+359 2) 81 000 56

E-mail: [inv\\_banking@elana.net](mailto:inv_banking@elana.net)