

Welcome to allFX-Consult

Message from the Managing Director

In June 2016 we celebrated our 10 year anniversary since first joining the financial services industry in Cyprus. Throughout the past 10 years, we had a first row view of the forex industry's growth. We witnessed small brokerages turning into tycoons, simple retail IB's becoming fully operational White Labels, bloggers and online writers turning into high-traffic financial news providers.

Each year we were astounded by the opportunities this industry provided, the talents it promoted and the fortunes it built. We were fortunate to be part of this growth and reach the point where we could also address our own website visitors and clients through this friendly greeting letter.

With a backbone of extensive experience in sales and operations departments of forex companies, on-boarding and advancing from one project to the next, our service quickly turned into a business plan, our thoughts materialized on presentations and our dream of contributing to changing the industry's practices became a reality.

Our business model was among the first fully fledged models of an advisory services team, structuring and/or restructuring the actual operations of FX companies, exhaustively utilizing their human resources with end goal maximum return from each resource. This was done by redistributing education, opening the mind of the sales person just like it would operate on a chess game, reconstructing work flows and banishing unethical/immoral practices that darkened not only the industry's true colors, but also blurring the lines between true sales and high pressure boiler rooms.

In 2015 we looked into the possibility of offering a full suite of services and products that would complete a full brokerage set-up. Our biggest challenge was to find suitable partners since as the industry grows, so does the number of companies that provide services and unless you work with them, you can never tell whether they can deliver or not. And so we touched base with almost every service provider and our final selection was based on 3 important characteristics; successful delivery of services as promised, delivery within specified time frames & delivery with the lowest possible cost.

Sure enough this carefully selected panel of professionals, each with equal if not more experience and background to ours, is now operating under the umbrella of allFX-Consult, offering full brokerage solutions that complement every regulatory requirement and need, that today's brokerages are built on.

Growing with these important milestones, allFX-Consult is now more committed than ever to perform not as an individual agency but as a large network of professionals and institutions that exchange knowledge, ideas, business and wealth.

With each project and/or acquaintance we take on, our network only grows stronger, bigger and richer thus allowing room for everyone involved to benefit from the fruits of our labor. Just like a forex brokerage that connects through its platform traders and banks, the same way our platform was built to bring people and companies together, ensuring that knowledge and success is spread around evenly and for everyone.

We are in debt to all our contacts, referrals, affiliates and most importantly our clients, who helped us realize successfully our objectives over the years. From setting up small sales teams to building massive brokerage operations, hard work is inevitable but always gives a fresh perspective to what we do.

We welcome any industry related party to join our network, to discuss their challenges and find solutions but most importantly, enjoy the security that a larger network of professionals provides, when it comes to big corporate decisions.

Best regards,

George Sardos

Partner and Managing Director, allFX-Consult

A business card for George Sardos, Managing Director, with contact information including two phone numbers and an email address. The card is placed on a laptop keyboard.

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Sales Department set-up (1)

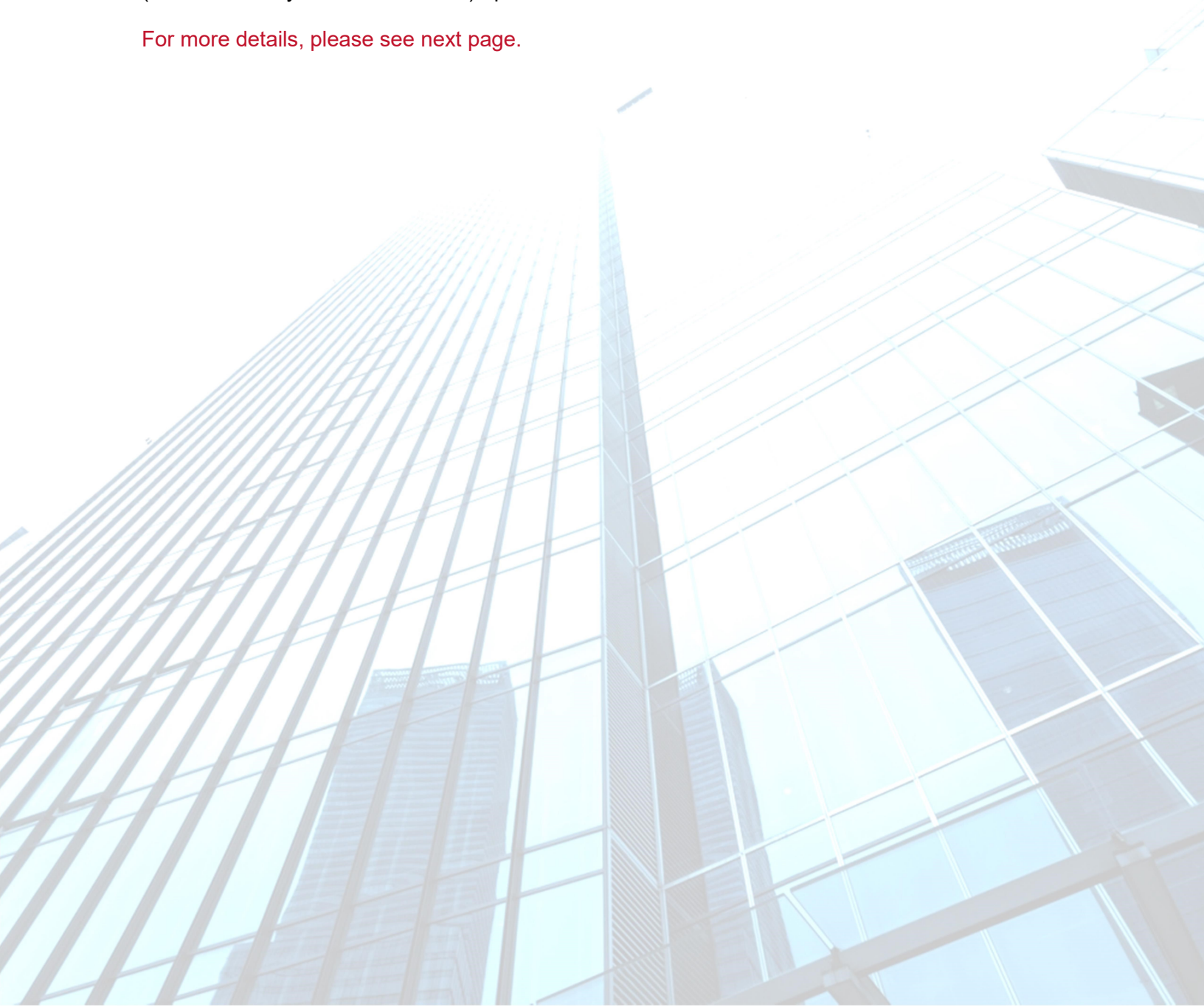
Description of service

We can set up Sales Departments, with sales reps trained by allFX-Consult, for any company not located in Cyprus (or based here) and needs to outsource only the Sales Department function – with the necessary disclosures to the regulators.

Our service complements the work of a full time Sales Director, with guaranteed savings of up to 75% in recruitment/operational costs for the first 6 months, NO commissions charged on earnings and measurable results in the first 2 months after on boarding our consultants.

Please note that the Sales Department will be set up according to specifications, specifically for each client. We do not approve the use of generic call centers, with uneducated (market/industry related education) operators.

For more details, please see next page.



Sales Department set-up (2)

Outline - complete structure/restructure of your current set-up

1. Structure and/or restructure of products and services as needed.
2. Highly trained Sales Team:
 - Evaluate current Sales Team – Recommend who stays/who goes.
 - Interview and hire new team members as needed.
 - Conduct full Sales training's and techniques.
 - Apply the necessary scripts to be followed.
 - Extensive phone simulations before Sales Rep's speak with a potential client.
 - Live Chat – FAQ answer set up and training on how to use it.
 - Since Live Chat is a great selling tool, a chat service script will be provided also to be used together with the sales tone that needs to be projected.
3. Retention: Although the service related to customer initial experience is extremely important, the customer's commitment and long term use of the products is equally important.
 - Know your Database process – involves mostly sales team and how well they use time management through CRM, follow ups and offers.
 - Set procedures for client retention.
 - Training Sessions (sales to client).
 - Set relationship between Dealing Room and Sales
 - Offers and promotions.
 - Offline Networking – Partnership programs
4. CRM:
 - Evaluate if it collects the necessary information.
 - Recommend changes as necessary.
 - Recommend necessary reports for management and employees.
5. Set up Operational Cycles with end goal maximum return from each client.
 - Sales to Back Office.
 - Back Office to Compliance.
 - Compliance to Sales.
 - Sales to Dealing Room.
 - Dealing Room to Sales.
6. Interdepartmental Communication – Backoffice, Compliance and Accounting to efficiently support Sales/Marketing function, responsible for productivity.

Complete brokerage solution (1)

Description of service

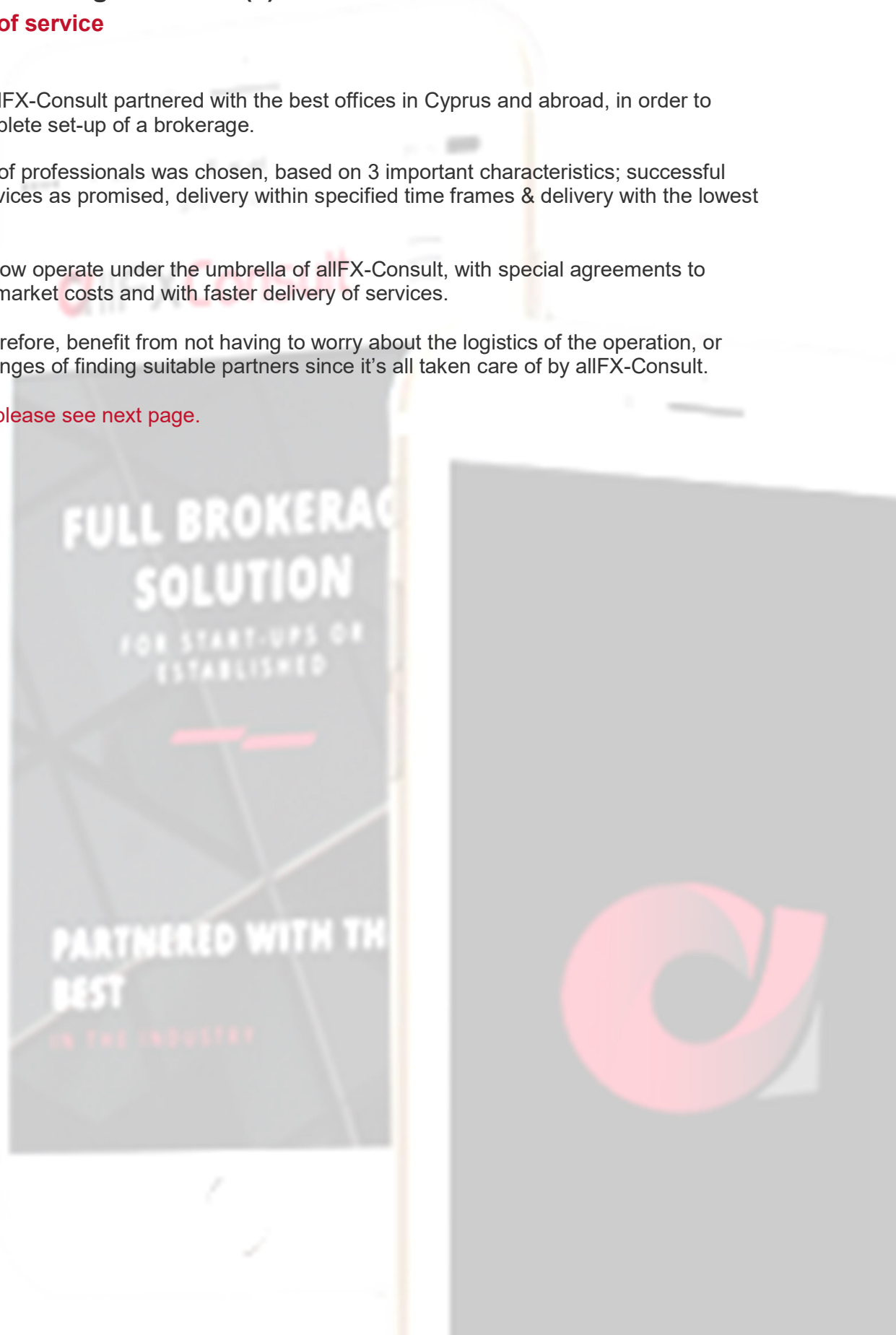
Since 2015, allFX-Consult partnered with the best offices in Cyprus and abroad, in order to provide a complete set-up of a brokerage.

An elite panel of professionals was chosen, based on 3 important characteristics; successful delivery of services as promised, delivery within specified time frames & delivery with the lowest possible cost.

Our partners now operate under the umbrella of allFX-Consult, with special agreements to remain under market costs and with faster delivery of services.

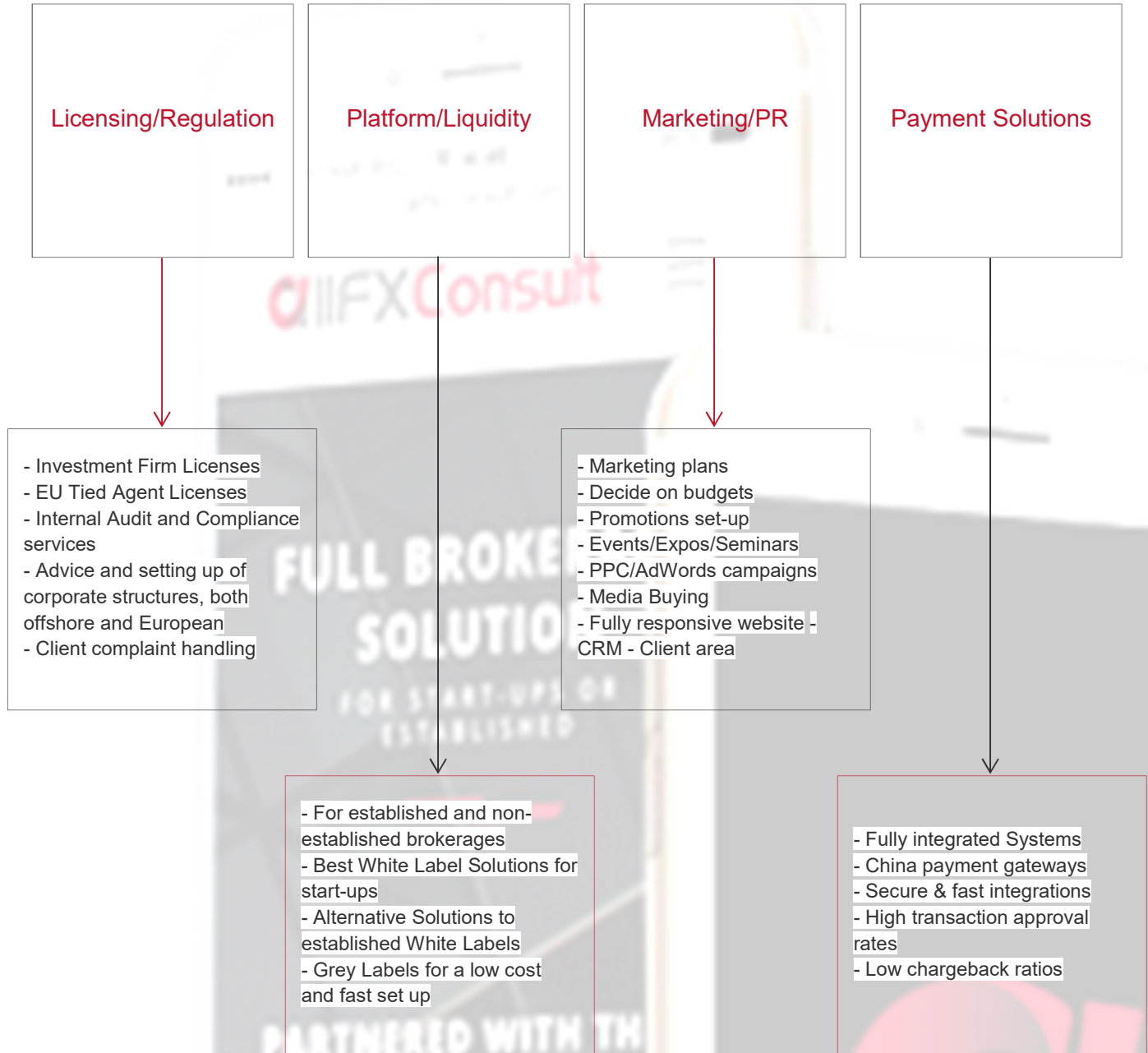
Our clients therefore, benefit from not having to worry about the logistics of the operation, or face the challenges of finding suitable partners since it's all taken care of by allFX-Consult.

For specifics, please see next page.



Complete brokerage solution (2)

Specifically – we take on the operation from A to Z



Institutional Program

Description of service

Due to our large network of 25+ brokers in Cyprus and abroad, our Institutional program quickly became one of the most desirable, diversified programs due to its variety of options, relative to the needs of the market. More than 30 institutional agreements were brokered by our consultants during our operations.

One thing we've learned over the years is that the power of many always works best and therefore worked to add onto our network as many industry related parties as possible.

Quote from the MD message: "Growing with these important milestones, allFX-Consult is now more committed than ever to perform **not** as an individual agency but as a large network of professionals and institutions that exchange knowledge, ideas, business and wealth."

The Institutional Program is built on 3 pillars:

Full Licensing

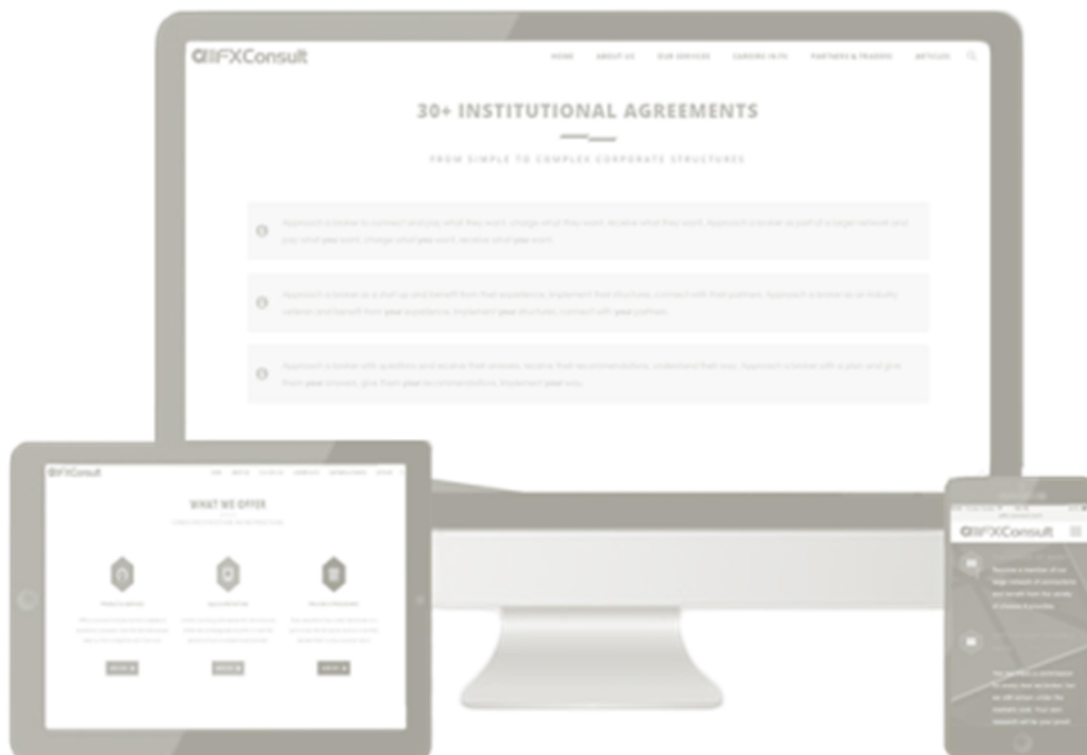
For investors that are looking into licensing in any jurisdiction. This pillar includes Tied Agent licenses and Umbrella structures with lower set-up costs.

Grey and White Labels

Being connected with over 25 brokers in Cyprus and abroad, our Grey and White Label solutions are offered as part of a package, through an Institutional account that surpasses the most complex and challenging structures.

IB's and Traders

Our input goes beyond servicing brokers, training human resources and setting up sales departments. We are in constant communication with some of the best forex brokers in the world.



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