



Press Release

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AFXC Announces Appointment of Commercial Director

Alliance FX Capital is pleased to announce the appointment of Mr. Jack Barns as its Commercial Director with immediate effect. Jack will be responsible for contributing to AFXC's overall strategy and increasing offerings to both existing and new clients. Jack will oversee marketing, strategic business partnerships and the sales department. Jack will report into AFXC Chief Executive Officer, Gordon Roth.

His last role, which he held for 3 years, saw him responsible for all of AFXC's IPO introductions and small cap trading across European markets.

Commenting on the new appointment, CEO Gordon Roth said: "Jack brings valuable know-how to our global efforts to acquire new Institutional and Private Equity stock trading and sales. He will be an asset in providing guidance to our Equity Sales team. His knowledge of cross-border commerce and international product distribution will be invaluable as we look to define more innovative solutions for our clients and grow our presence globally."

Mr. Barns commented: "I look forward to expanding Alliance's Equity business globally and leveraging our relationship with approved Trading Advisors around the world as we look to help clients exploit the changes we are seeing in the structured equity offerings thru our AFXC originated EFTs"

Jack studied at Aston University, Birmingham and received a BA in Economics and Finance. He received his MBA in International Finance at HEC School of Management, Paris.

"This is the perfect time for Jack Barns to head up our global commerce and trading efforts. We've selected a very strong leader at a time when AFXC is in a very strong position," explained CEO Gordon Roth. "Today's pace of change is exponential. Every company, city and country is becoming digital, navigating many disruptive markets and AFXC's role in the structured equity offerings of disruptive companies' issuance has been transformational by the introduction of some very innovative products. Jack's unique ability to translate vision and strategy into world-class execution and bringing together teams to drive results. Jack's vision, strategy and execution track record is exactly what AFXC needs as we enter our next chapter, which I am confident will be even more impactful and exciting than our last."

Mr. Barns commented, "The opportunity that lies ahead for AFXC is enormous, and the ability to lead this next chapter is deeply humbling and incredibly exhilarating. I am focused on accelerating the trading innovation and execution that our customers need from us. Their financial success will continue to drive us. At a time when our industry is on the cusp of more disruption than we've ever encountered, I couldn't be more confident in our ability to win and I am honored to lead this important Corporate Division."

"All those we considered have the intellect, integrity, and charisma required for the position. Jack stood apart as a leader with an extraordinary ability to connect vision, people and ideas to drive strategy and execution." Continued Mr. Roth. "We innovate everywhere to create fresh ideas and possibilities. We take bold risks to shape the future because our customers expect us to. We make a meaningful difference for our people, our customers and the world around us and create shared success that will benefit everyone."

For the past five years, Jack has also led AFXC Global Wealth and Retirement Solutions effort comprised of the AFXC Equities Division product organization and trading business. During that time, he worked on the implementation of goals-

based wealth management and has overseen the strong growth of the trading platform base transaction business. Mr. Barns was also instrumental in the firm's development of a unified investment platform that will be critical to providing best-in-class investment solutions to our approved advisors and private equity clients.

"AFXC leadership teams on business integration, goals-based wealth management and regulatory matter have made tremendous progress by developing and beginning to implement goals-based wealth management with AFXC approved Asset Managers", Gordon said. "Recognizing that our strategy has been proven and is now being implemented, Jack came to me and indicated he was thinking about his future and his desire to connect to the other passions in his life, particularly his commitment to working with organizations that help people who are less fortunate. As he considers how he can make his next important contribution, I'm very happy that he'll be an important advocate for our clients, our AFXC management teams, and our approved investment advisors."

"Jack has proven to be both a dynamic leader and accomplished at strategy execution. Under Jack's leadership, we'll continue to implement our goals-based advisory model and our European stock sales distribution. Jack is ideally suited to lead AFXC on the next phase of its journey", concluded CEO Roth.

"We have the finest approved financial advisors in the world, and I am honored to be asked to lead them," Mr. Barns pointed out.

AFXC also strengthens its Sales Team with two new additional appointments.

In addition to Jack Barns' appointment, AFXC have announced major changes to our existing sales structure, with the appointment of Kent Rodgers as our new Singapore Sales Team Manager for the company, as well as Bob Myers who has been elevated to division Sales & Marketing Manager. Both individuals will report to Mr. Jack Barns as Davison Commercial Director who has been instrumental in generating new business wins from several large wealth management firms, as well as managing relationships with some of AFXC's private equity clients.

Bob Myers said of his new position, I have worked very hard to position AFXC as the market leading wealth management systems consultant and I am delighted to be taking on this expanded role. I look forward to working on new and exciting projects with my new team while reporting to Jack Barns This is a busy and exciting time for the company and I am looking forward to the challenges that lie ahead."

Bob's team leader, Mr. Rodgers has extensive experience in the broking and wealth management markets having worked with organizations such as Société Générale and Bank of New York, where he was responsible for sales and sales administration respectively.

"Kent's appointment strengthens AFXC's customer facing team by bringing in an experienced industry stalwart with extensive connections and a keen understanding of the wealth management business. He will work closely with Bob to develop the relationship with target accounts and will lend his marketing expertise to ensuring that AFXC's market leading wealth management product is actively promoted in the marketplace." Jack Barns continued, "I am delighted to welcome both Kent and Bob as we continue to expand our marketing teams. These appointments will add depth to our sales and marketing and these guys will be an integral part of developing long term, strategic relationships with existing and new AFXC customers."

For further information, please Contact Us on our web site at www.alliancefx.capital or email to us at info@alliancefx.capital