

BUX

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BUX announces Salim Sebbata as new Chief Executive Officer of UK Operations

Seasoned online brokerage executive joins BUX as the company continues to scale rapidly across Europe



Amsterdam, July 5, 2021 - BUX, Europe's fastest growing neobroker, announced today the appointment of Salim Sebbata as the new Chief Executive Officer (CEO) of BUX UK. Sebbata will be taking over the helm of the BUX UK operations from Yorick Naeff, **who recently took on the role of CEO of BUX earlier this year.**

In his new role, Sebbata will oversee the overall business operations in the UK as well as manage the trading, cash management, client administration and compliance solutions which provide B2B investment solutions for introducing brokers and tied agents around the globe.

“BUX is taking a leading role in shaping the future of how people invest,” said Sebbata.

“Brokers must adapt to the needs of a new generation and BUX has a unique understanding of what they require. Doing good for clients has always been at the forefront of how I viewed my role in the world of online brokerage. Part of the appeal of joining the team at BUX is that they truly live by the philosophy that they always want the client to succeed. I look forward to building on the foundation that has been laid, to help drive further growth and to continue to expand on the opportunity in the market that we see now.”

Sebbata brings with him more than 25 years of experience as an industry executive in the global markets, trading and investing space. Sebbata is the former UK Director at Livemarkets Ltd. and the former Head of Business Development at Trade.com. He has also served as Vice President of Merrill Lynch, Frankfurt and headed up international sales at E*TRADE.

“Salim is an industry veteran and has a strong track record on a number of key pillars for us including launching new business lines as well as global expansion.” said Yorick Naeff, CEO, BUX “As BUX continues to focus on rapidly scaling, Salim’s background will be an invaluable asset to us as we continue our mission of bringing accessible investing to a new generation in Europe and beyond.”

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About BUX

Having over 500,000 clients, BUX is Europe's fastest-growing neobroker and has been making it easy and affordable for Europeans to do more with their money since 2014. BUX's flagship platform, BUX Zero, is making commission-free investing accessible, intuitive, and affordable for both first time and existing investors allowing them to invest in a large suite of shares or ETFs they care about. BUX Zero is currently available in the Netherlands, Germany, Austria, France, Belgium and Ireland. The full range of BUX products, including BUX Crypto which allows users to invest in real cryptocurrencies, and BUX X, where users can trade in contracts for difference (CFDs), are available across multiple countries in Europe. Headquartered in Amsterdam, the Netherlands, the company is backed by some of the most prominent international Venture Capital firms.

The investment services of BUX Zero are authorised and regulated by the Dutch Authority for Financial Markets (Autoriteit Financiële Markten - AFM). BUX X, a trading name of BUX Financial Services Limited, is regulated by the Financial Conduct Authority, FCA Register number 184333. The services of BUX Crypto are offered by BUX Alternative Investments BV



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