

- **Who is Trive?**

Trive is a digital, next generation, global multi-asset investment platform operating across Europe. Expansive, dynamic and innovative, Trive brings complex and sophisticated global investment products to an easy-to-use platform through a cutting-edge technology providing its clients a fully customizable and rich trading experience. Our offering includes one-click trading, placing orders on the chart, advanced charting and technical analysis tools, advanced order types, market depth and customizable workspaces. At Trive, we take the complex and deliver it simply!

At Trive we believe a logo that communicates the key personalities of a brand, will go a long way in establishing brand awareness and what our platform embodies. Our logo represents the wings of Mercury, the mythological god of trade. Like Mercury, we are quick, adaptive and always pushing the boundaries of success. Trive is savvy in terms of responsiveness; it is simple – clean-cut, intuitive, and seamless. We are all about empowering progression, never standing still. Our wings symbolise this movement.

- **What is the goal?**

Our brand purpose is to empower progression: we want to empower people who want to go above and beyond in terms of their investments, pairing credibility and sophistication with ease and accessibility. Intuitive CX, multi-asset opportunities and global reach will be at the forefront of this brand. We want to evoke a sense of accomplishment and growth.

The vision behind Trive is to create a globally accessible financial services platform powered by constant innovation. We have an underlying aspiration to promote faith and confidence in those that follow us. To all of us “Trive means Thrive.” We exist to enable progression and help investors ascend to new heights. With constant innovation and continuous progression, Trive will become the next generation investment partner for all.

- **Who is Trive for?**

Trive serves all investors, including those who already have some investing experience but would like to take their investments and trading experience further. Trive’s target investors are in search of something better and our advanced digital offering is just that.

At Trive, we are hoping to harness the capabilities of young and dynamic investors, becoming the link to their financial goals and aspirations. The markets Trive operate in attract a well-educated, investment savvy community with moderate risk appetite who have a desire to constantly elevate themselves. We are constantly evolving because nowadays standing still is falling behind. Trive will be expanding in Europe in a short amount of time, while adding new investment products, constantly growing, and providing new opportunities for investors. Local German stocks will be available by the end of the year, and we are very excited to share more about further developments in 2023, so watch this space!

- **What makes this new platform so special and what makes Trive different?**

Our brand has a pioneering innovative platform, able cater to all our clients' investment needs. Trive is also low-cost, no commission, user-friendly, digital and highly adaptable. In addition, we pride ourselves on the platform's fast and simple interface.

We differentiate ourselves from other providers as we are the "space in between". Some platforms can be over complex and intimidating to investors, while others may lack sophistication. Trive's product offering caters for a modern, mobile first, educated individual with initial engagement and understanding of investments, looking for a respectable platform to invest and host their growing portfolio.

- **Trive is a proud sponsor of Bayer Leverkusen, why did you choose the club?**

We are challengers in what we do and are always motivated to go above and beyond the norm. We believe that life isn't measured on where you are at but where you are heading, and this is our motivation to challenge the current market. Never standing still!

Our brand values and strategy are aligned with Bayer 04 Leverkusen in that respect. Success, openness and closeness are values that Bayer lives and breathes by, as do we. Trive aims to inspire, create a sense of community, and allow investors to rest assured that the platform will enable them to seek their goals.

Trive has a lot in common with Bayer Leverkusen. Association with such a successful club is also great for our visibility in Europe and will help us reach an audience of like-minded individuals and establish a potential investor community with them.

- **What does success look like for Trive?**

We have very ambitious plans for growth and expansion. We are heading on an upwards trajectory and, backed by the forward-moving ethos everyone here at Trive embraces, we hope to be a leading player in the investment space.

We believe financial services should be accessible to all. At Trive, we want to be the gateway to global markets, bringing together sophistication, speed, and ease of use to our clients. Our philosophy at Trive is to never stand still and becoming the next generation investment partner for all will represent success to us.