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## **Trive, the multi-asset investment platform, announces its Managing Director for South Africa**

Trive South Africa has appointed Travis Robson as its new Managing Director based in Johannesburg to lead expansion of the brand into Africa.

Trive is a next generation, expansive, dynamic, and innovative multi-asset investment platform, which will be launched initially in Europe in August. 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.

As a new but ambitious brand, Trive seeks global expansion to enable it to go beyond and create a gateway to global markets for its clients. This new appointment will be instrumental in the roll out and running of the operation in South Africa.

With 18 years of global financial services experience, Mr Robson has held positions in multiple continents and has an established track record of ensuring businesses are best aligned to meet strategic, operational, and financial objectives.

Mr Robson joins Trive from IG Group, where he was Middle East CEO and Director in charge of developing its business across the region, particularly in countries such as Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates. Before that he was Co-Head and Chief Commercial Officer of IG Markets in South Africa and prior to that, Head of Premium Clients for IG EMEA.

Travis Robson also has significant institutional and asset management experience, beginning his early career at investment banks and asset management firms including HSBC Investment, ABN AMBRO Bank N.V Bank, and Bank of New York in London and Purple Group, Emperor Asset Management and PSG Wealth in South Africa.

Engin Çubukçu, Trive's CEO and Chairman, said: "Trive is very pleased to welcome Travis. His extensive industry experience will make him an invaluable asset to our brand as we look to elevate our offering and grow. His appointment marks an important step in establishing Trive in South Africa. We aspire to empower progression through our multi-asset platform globally."

Travis Robson, Managing Director of Trive South Africa, added: "I am thrilled to join Trive at this exciting stage in its growth journey. I have spent much of my career serving retail and institutional clients in South Africa and have seen how great the appetite in the market is for investment. I truly believe that Trive's innovate multi-asset offering will enable it to become a complete partner to clients. I am eager to see it disrupt and thrive."

## Enquiries

### Trive

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## Notes to editors

### **About Trive**

*Trive is a next generation, expansive, dynamic, and innovative multi-asset investment platform.*

*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, such as one-click trading, placing orders on the chart, advanced charting and technical analysis tools, advanced order types, market depth and customizable workspaces.*

*Trive is about empowering progression, never standing still. Trive is savvy in terms of responsiveness and adaptability; it is simple – clean-cut, intuitive, and seamless.*

*At Trive, we take the complex and deliver it simply.*