Casual trading app BUX raises $1.9 million to accelerate European roll-out

London and Silicon Valley based VC Initial Capital invests in FinTech startup that makes stock trading more accessible through gamification

LONDON (September 15, 2015) BUX, the trading app that makes playing the financial markets accessible to everybody, has closed a second financing round of $1.9 million to further accelerate growth in new markets across Europe. Since its launch 12 months ago BUX has welcomed over 200,000 users in the UK and the Netherlands. The company has managed to introduce trading to an entirely new audience: 79% of BUX users have little to no earlier trading experience*.

The largest investor of this round was London and Silicon Valley based Initial Capital, a VC with a focus on games that has played a key role in helping fast growth gaming companies like Space Ape, Super Evil Mega Corp and Supercell grow. Initial Capital's participation endorses BUX's mission to make the financial markets accessible to everyone by adding a gaming element to trading. The BUX app provides access to the world of trading to a generation that grew up in the age of mobile, games and social networks and is currently disengaged with the traditional concept of trading.

Shukri Shammas, founder and partner at Initial Capital says: "*Making stock trading more accessible through gamification isn't easy. You need a unique team, consisting of members that don't naturally find themselves working within each other's vicinities: people with experience in brokerage and people who are into games. BUX has managed to build such a team. Because of this, and the traction that BUX has shown after just a year, we are genuinely excited to be involved with BUX turning the traditional brokerage sector upside down."*

Nick Bortot, CEO BUX: *"BUX is the result of a cross pollination between two different sectors: games and trading, which is an excellent starting point for radical innovation. I'm thrilled that as a fintech company, we can now draw on the knowledge of one of the leading VC's in the games sector."*

Other investors that participated in this round were fintech VC Velocity Capital and VC 5Square. Fintech VC Orange Growth Capital and BUX's founders funded the first financing round.

About BUX

BUX is a London/ Amsterdam-based tech start-up that aims to rock the global world of finance. BUX's strong belief is that trading and investing appeals to a much larger audience than generally assumed. But according to BUX's founders, it's the complexity of traditional online brokerage platforms that scare people away from getting involved in this world. This is why BUX has endeavoured to develop a trading app that makes playing the financial markets extremely simple, accessible, educational and fun. With BUX everyone can now experience the excitement of the stock exchange, even if one doesn't have much trading knowledge or big sums of money to spend.

BUX is proud to be on the European Fintech50 2015 – a list compiled annually of Europe's most promising FinTech start-ups. Recently BUX won the Dutch Fintech Award in the category Personal Finance.

The Financial Conduct Authority (FCA) regulates BUX's activities. BUX is currently active in The Netherlands and the United Kingdom and has the ambition to roll out globally, starting with Germany in Q4.

**Source: BUX Typeform Client Survey 2015.*

Download the app here:
Apple: https://itunes.apple.com/gb/app/bux-casual-stock-trading/id892809783
Google Play: https://play.google.com/store/apps/details?id=com.getbux.android

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