



HUMMINGBIRD  
TRADING AT YOUR FINGERTIPS

PRESS KIT

## WHAT IS HUMMINBIRD?

Hummingbird's mission is to democratize trading, making it easy and accessible for everyone.

Hummingbird is a mobile, trading and financial technology company based in New York, NY and Berlin, Germany. Easy to use, Hummingbird was designed and created by designers, engineers, and foreign exchange experts with a common goal in mind: to make global currency and crypto trading approachable, convenient and fun for everyone. Regardless of your trading experience, we want to empower you to trade with no more than your smartphone.

Hummingbird's apps are available on the Google PlayStore and iTunes AppStore, with 60+ traditional currencies such as EUR/USD as well as cryptocurrencies like Bitcoin.

No commissions. Just trading.

## HOW HUMMINGBIRD WORKS

Your job as a trader is to predict if an exchange rate, such as the Euro traded against the US Dollar, is either going to rise or fall. You put any amount of money that you want on a trade, and watch in real time to see if your prediction comes true, reaping the benefits or absorbing the loss as the markets move. All data is live and trades are executed by the world's largest liquidity providers.

Traders can easily fund their live trading account and withdraw profits directly through the application. For novices, Hummingbird offers free practice trading accounts where traders learn to trade before entering the live markets.

## HARD FACTS ABOUT THE CRYPTO AND FX MARKETS VS. THE NYSE

### CRYPTOCURRENCIES

Market cap increased from  
**\$4 billion to \$200 billion**  
in the last 2 years

**35.2%** projected annual  
growth rate of through  
2022

### FOREIGN EXCHANGE (FOREX OR FX)

**\$5.5 trillion**  
Daily amount traded in the  
currency markets

**32%**  
Growth of the global forex  
markets from 2010 to 2015

### NYSE

**\$50 billion**  
Amount traded daily in the  
world's second largest  
market, the NYSE

**1%**  
Size of the NYSE  
compared to the  
forex markets



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## THE PROBLEM WE SOLVE



CLASSIC CURRENCY TRADING

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- Difficult to trade on mobile
- Overly complex tools
- Complicated execution & management
- Overload of information & jargon
- Elitist image
- Stressful
- Minimalist mobile trading interface
- First trades in less than 1 minute
- Single tap, fast execution
- Only the essentials of trading
- Open to everyone
- Intuitive

## HUMMINGBIRD VS IT'S MAIN COMPETITOR AT A GLANCE

HUMMINGBIRD

In app account creation  
and broker attribution

In app deposit and  
withdrawal management

Single-tap trade execution  
and management

COMPETITION

Requires opening a  
second account at a  
broker

Funds must be managed  
outside of the application

6 to 8 step trade execution  
and management



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## WHO IS BEHIND HUMMINGBIRD?

### PRODUCT

John Krehbiel is a co-founder and CEO of Hummingbird. With an extensive background in the online gaming industry, and product design, John has taken the world of mobile gaming to the world of multi-asset trading, with the goal of building applications around the end-user.



### EXPERTS

Shift Forex ([www.shiftforex.com](http://www.shiftforex.com)) is a forex industry leader who aims to offer its customers with innovation and adoption of improved best practices, market access, technology, pricing and to make the industry better for participants and end users.

Hummingbird is supported by MAKERS ([www.makers.do](http://www.makers.do)), who helps entrepreneurs turn their visions into reality.

### INDUSTRY PARTNERS

Hummingbird partners with regulated brokers in key markets where regulation is required. When available, end user accounts are brokered by an appropriate and reliable entity within their jurisdiction.

## TRY HUMMINGBIRD TRADING



### CONTACT

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