

TELEKURS FINANCIAL: THE COME BACK TO FRANCE!

Telekurs Financial is returning to the French market in a move which marks the end of an exclusive agreement for the redistribution of its financial information products by Fininfo. Telekurs Financial, with effect from 1 January 2004, has been commercialising its products directly through Telekurs (France) SAS, its new French subsidiary established last April.

Fabrice Blanc, Telekurs France

The return

Telekurs Financial is far from launching into unknown territory. The company maintained a presence in France and Monaco until 1996, the year in which it concluded an industrial and commercial partnership with Fininfo SA. At that time, Telekurs granted Fininfo an exclusive licence covering France and Monaco for the redistribution of its Finvest and FinXS display products. Under this arrangement, Telekurs Financial was to provide Fininfo with international data, while Fininfo was to supply the Telekurs database with information on the French and Spanish markets.

Telekurs Financial has now decided to terminate this exclusive commercialisation agreement and to re-establish its position in France. Telekurs (France) SAS marked its arrival on 1 January 2004 with the exclusive offer of Telekurs **ID**, the latest display product generation of Telekurs Financial.

The market

Telekurs (France) SAS is positioned as a specialist supplier of financial information in a highly competitive market, oriented towards asset management, investment banking, depositary banks and brokerage firms. The company intends to carve out a position here through its strengths, both in supplying information systems and in display tools, ranging from market data through to corporate actions and basic data on instruments and issuers. Telekurs (France) SAS plans to expand rapidly in its core business areas, building up from a client list in France and Monaco that already includes Citigroup, EFG- Eurofinancière d'Investissements, and HSBC.

The Internet site

To promote its brand image and to differentiate itself from the competition, Telekurs (France) SAS has developed an Internet site, www.telekurs.fr, to provide customers with access to a whole range of online services such as: dividends and transactions relating to securities making up the SBF 250 index with a payment date falling in the coming week; registration forms for events organised by Telekurs (France) SAS; presentations and documentation; information on data coverage; future projects; and much more besides. The French subsidiary intends the site to serve as a bridge between itself and both existing and future customers.

The team

Telekurs (France) SAS has a 25-strong team covering sales, IT, marketing and communication, customer support, project development and data gathering in the French market. The staff have been rigorously selected to meet the challenges ahead through a combination of expertise and team spirit within a corporate culture oriented towards success. ■