






WELCOME TO

**SD FINANCE**  
YOUR TRUSTED PARTNER IN SMART FINANCE  
Swedish Financial Benchmark Facility

 | Sweden

 | [www.sdfinance.io](http://www.sdfinance.io)

 | Blasieholmsgatan 4B, 111 48  
Stockholm, Sweden.

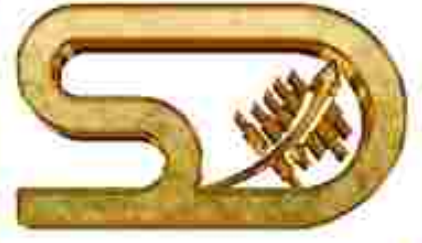
 | Flat 288 Onslow Gardens,  
London , United Kingdom.



## ABOUT SDF

SD FINANCE IS A LEADING PROVIDER OF ONLINE FOREIGN EXCHANGE FX TRADING, CRYPTO TRADE, CFD TRADING, SPREAD BETTING AND RELATED SERVICES. FOUNDED IN 2020, THE COMPANY'S MISSION IS TO PROVIDE GLOBAL TRADERS WITH ACCESS TO THE WORLD'S LARGEST AND MOST LIQUID MARKET BY OFFERING INNOVATIVE TRADING TOOLS, HIRING EXCELLENT TRADING EDUCATORS, MEETING STRICT FINANCIAL STANDARDS AND STRIVING FOR THE BEST ONLINE TRADING EXPERIENCE IN THE MARKET. CLIENTS HAVE THE ADVANTAGE OF MOBILE TRADING, ONE CLICK ORDER EXECUTION AND TRADING FROM REAL-TIME CHARTS. IN ADDITION, SD FINANCE OFFERS EDUCATIONAL COURSES ON FX TRADING AND PROVIDES TRADING TOOLS, PROPRIETARY DATA AND PREMIUM RESOURCES. SD FINANCE PRO PROVIDES RETAIL BROKERS, SMALL HEDGE FUNDS AND EMERGING MARKET BANKS ACCESS TO WHOLESALE EXECUTION AND LIQUIDITY, WHILE PROVIDING HIGH AND MEDIUM FREQUENCY FUNDS ACCESS TO PRIME BROKERAGE SERVICES VIA SD FINANCE PRIME.





# SDF TRADING PLATFORM

01

SPOT TRADE

02

FOREX TRADE

03

FUTURE TRADE

04

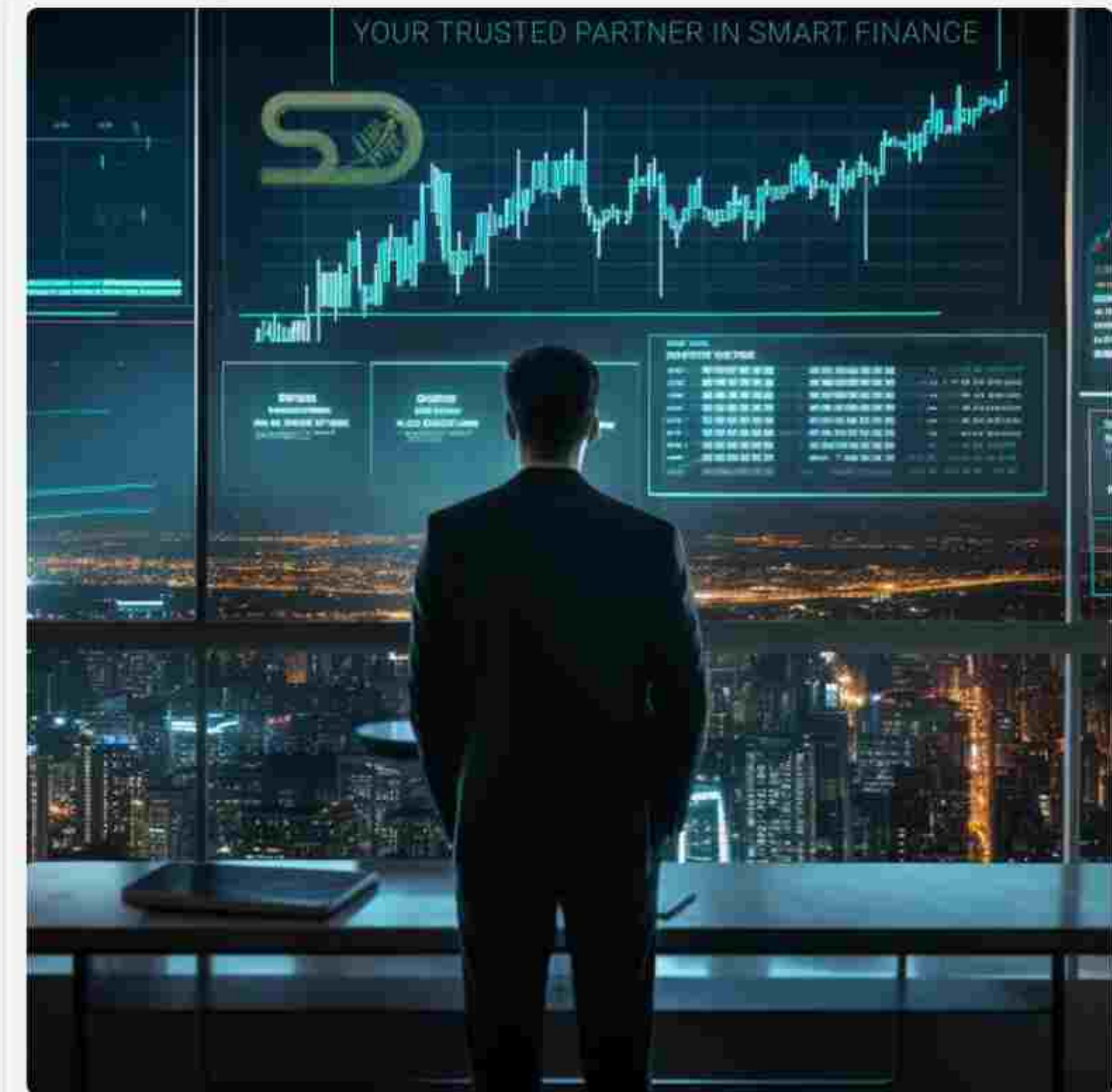
INDEX MARKET

05

COMMODITY MARKET

06

BINARY TRADE





# ABOUT FOREX

FOREX, OR FOREIGN EXCHANGE, IS THE GLOBAL MARKET FOR TRADING CURRENCIES AND CONVERTING ONE CURRENCY INTO ANOTHER. IT'S THE WORLD'S LARGEST AND MOST LIQUID MARKET WITH TRILLIONS OF DOLLARS TRADED EVERY DAY. HERE ARE SOME THINGS TO KNOW ABOUT FOREX:

## HOW IT WORKS

FOREX IS TRADED IN PAIRS, MEANING YOU BUY ONE CURRENCY WHILE SELLING ANOTHER. THE PRICE OF EACH CURRENCY IS DETERMINED BY THE FOREX MARKET, WHICH IS DECENTRALIZED AND GLOBAL.

## HOW IT'S USED

FOREX IS USED TO SETTLE CROSS-CURRENCY PAYMENTS, HEDGE CURRENCY RISK, AND SPECULATE ON CURRENCY PRICE CHANGES.

## HOW IT'S TRADED

FOREX IS TRADED BY A GLOBAL NETWORK OF BANKS, UNLIKE STOCKS, WHICH ARE TRADED ON EXCHANGES LIKE THE NEW YORK STOCK EXCHANGE.

## HOW CURRENCIES ARE VALUED

THE VALUE OF A CURRENCY RISES AND FALLS BASED ON SUPPLY AND DEMAND. SOME COUNTRIES PEG THEIR CURRENCY TO ANOTHER CURRENCY, WHILE OTHERS FLOAT THEIR CURRENCIES FREELY.

## HOW CURRENCY MOVEMENTS ARE MEASURED

A PIP IS A UNIT USED TO MEASURE MOVEMENT IN A FOREX PAIR.  
A PIP IS USUALLY A ONE-DIGIT MOVEMENT IN THE FOURTH DECIMAL PLACE OF A CURRENCY PAIR.

## VOLATILITY

THE AMOUNT OF CURRENCY CONVERTED EVERY DAY CAN MAKE PRICE MOVEMENTS OF SOME CURRENCIES EXTREMELY VOLATILE.



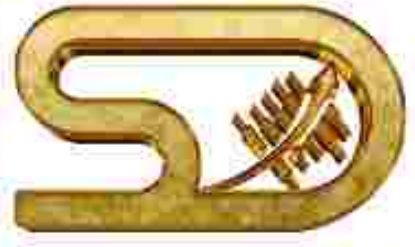


# ABOUT CRYPTO

CRYPTOCURRENCY IS A DIGITAL OR VIRTUAL FORM OF MONEY THAT USES CRYPTOGRAPHY FOR SECURITY, MAKING IT NEARLY IMPOSSIBLE TO COUNTERFEIT OR DOUBLE-SPEND. UNLIKE TRADITIONAL CURRENCIES ISSUED BY GOVERNMENTS, CRYPTOCURRENCIES OPERATE ON DECENTRALIZED NETWORKS BASED ON BLOCKCHAIN TECHNOLOGY-A DISTRIBUTED LEDGER ENFORCED BY A NETWORK OF COMPUTERS (NODES). BITCOIN, LAUNCHED IN 2009 BY AN ANONYMOUS ENTITY KNOWN AS SATOSHI NAKAMOTO, WAS THE FIRST AND REMAINS THE MOST WELL-KNOWN CRYPTOCURRENCY. SINCE THEN, THOUSANDS OF ALTERNATIVE CRYPTOCURRENCIES, SUCH AS ETHEREUM, RIPPLE, AND LITECOIN, HAVE EMERGED, EACH OFFERING UNIQUE FEATURES AND APPLICATIONS.

THE APPEAL OF CRYPTOCURRENCIES LIES IN THEIR ABILITY TO PROVIDE FAST, BORDERLESS TRANSACTIONS, FINANCIAL PRIVACY, AND AN ALTERNATIVE TO TRADITIONAL BANKING SYSTEMS. HOWEVER, THEY ALSO FACE CHALLENGES, INCLUDING REGULATORY SCRUTINY, SECURITY RISKS, AND MARKET VOLATILITY. AS THE WORLD INCREASINGLY EMBRACES DIGITAL FINANCE, THE ROLE OF CRYPTOCURRENCIES IN THE GLOBAL ECONOMY CONTINUES TO EXPAND, PROMISING INNOVATION AND TRANSFORMATION IN HOW WE UNDERSTAND AND USE MONEY.





# MARKET OF SDF





## SDF MISSION

OUR MISSION IS TO PROVIDE PROFESSIONAL GRADE TRADING TO THE ONLINE FOREX TRADER IN GLOBAL, WITHOUT COMPLICATED ACCOUNT STRUCTURES AND CATCHES. WE ARE AN ECN FOREX BROKER FOCUSING HEAVILY ON A FAST EXECUTION EXPERIENCE AND LOW COST TRADING. WE WELCOME ALL TRADING STYLES AND APPLY A \$25 USD MINIMUM ACCOUNT SIZE.





# SDF VISION

SD FINANCE IS COMMITTED TO PIONEERING THE FUTURE OF PROPRIETARY TRADING BY FOSTERING A CULTURE OF INNOVATION, COLLABORATION, AND EXCELLENCE. OUR VISION IS TO REDEFINE THE STANDARDS OF SUCCESS IN THE FINANCIAL MARKETS, EMPOWERING TRADERS WITH CUTTING-EDGE TECHNOLOGY, COMPREHENSIVE AND RESOURCES, UNPARALLELED SUPPORT TO MAXIMIZE THEIR POTENTIAL AND ACHIEVE SUSTAINABLE PROFITABILITY. THROUGH STRATEGIC PARTNERSHIPS, RELENTLESS DEDICATION TO RISK MANAGEMENT, AND A RELENTLESS PURSUIT OF TRADING MASTERY, SD FINANCE AIMS TO BE THE PREMIER DESTINATION FOR ASPIRING AND SEASONED TRADERS ALIKE, DRIVING POSITIVE CHANGE IN THE INDUSTRY AND DELIVERING EXCEPTIONAL RETURNS FOR OUR STAKEHOLDERS.







# SDF SMART WALLET

THE SDF SMART WALLET IS AN ADVANCED DIGITAL WALLET DESIGNED TO SIMPLIFY AND SECURE THE MANAGEMENT OF CRYPTOCURRENCIES WITHIN THE SD FINANCE ECOSYSTEM. EQUIPPED WITH INTUITIVE FEATURES AND FORTIFIED SECURITY PROTOCOLS, THIS WALLET ALLOWS USERS TO STORE, SEND, AND RECEIVE VARIOUS DIGITAL ASSETS EFFORTLESSLY. ITS INTEGRATION WITH SMART CONTRACTS ENABLES AUTOMATED TRANSACTIONS, STAKING, AND YIELD FARMING, MAKING IT AN IDEAL CHOICE FOR BOTH BEGINNERS AND SEASONED INVESTORS IN THE DEFI SPACE.

ONE OF THE STANDOUT FEATURES OF THE SDF SMART WALLET IS ITS USER-CENTRIC DESIGN, OFFERING REAL-TIME ANALYTICS, MULTI-LAYER AUTHENTICATION, AND COMPATIBILITY WITH DECENTRALIZED APPLICATIONS (DAPPS). ADDITIONALLY, ITS GOVERNANCE CAPABILITIES EMPOWER USERS TO PARTICIPATE IN COMMUNITY DECISIONS, ENSURING A TRANSPARENT AND DEMOCRATIC APPROACH TO PLATFORM UPGRADES. WITH A FOCUS ON SECURITY, CONVENIENCE, AND INNOVATION, THE SDF SMART WALLET IS REDEFINING HOW USERS INTERACT WITH THEIR DIGITAL ASSETS IN THE DECENTRALIZED FINANCE LANDSCAPE.





# SDF LEGAL DOCUMENT



## CERTIFICATE OF INCORPORATION OF A PRIVATE LIMITED COMPANY

Company Number **16203167**

The Registrar of Companies for England and Wales, hereby certifies that

### SD FINANCE TRADING LIMITED

is this day incorporated under the Companies Act 2006 as a private company, that the company is limited by shares, and the situation of its registered office is in England and Wales.

Given at Companies House, Cardiff, on **23rd January 2025**



\*N16203167D\*



Companies House



THE OFFICIAL SEAL OF THE  
REGISTRAR OF COMPANIES

The above information was communicated by electronic means and authenticated by the Registrar of Companies under section 1115 of the Companies Act 2006.

Companies House

## IN01 (ef)

Application to register a company



Received for filing in Electronic Format on the: **22/01/2025** SDU56716

Company Name in full: **SD FINANCE TRADING LIMITED**

Company Type: **Private company limited by shares**

Situation of Registered Office: **England and Wales**

Proposed Registered Office Address: **FLAT 2 88 ONSLOW GARDENS  
LONDON  
UNITED KINGDOM SW7 3BS**

Sic Codes: **70221**

I wish to entirely adopt the following model articles: **Private (Ltd by Shares)**

Electronically filed document for Company Number: **16203167**

### Proposed Officers

Company Director **1**

Type: **Person**  
Full Forename(s): **MR JOHN DEFORD**  
Surname: **DEFORD**

Former Names:  
Service Address: **VAPIANO MUNKBROGATAN  
STOCKHOLM  
SWEDEN 14127**

Country/State Usually Resident: **SWEDEN**

Date of Birth: **\*\*/11/1988** Nationality: **SWEDISH**  
Occupation: **CHIEF EXECUTIVE**

The subscribers confirm that the person named has consented to act as a director.

Electronically filed document for Company Number: **16203167**



# TYPE OF INCOME

01

TRADE PROFIT

02

IB BONUS

03

RANK BONUS

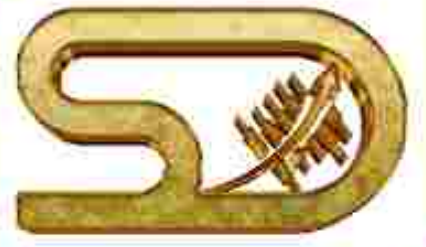
04

SALARY

05

GLOBAL ROYALTY INCOME

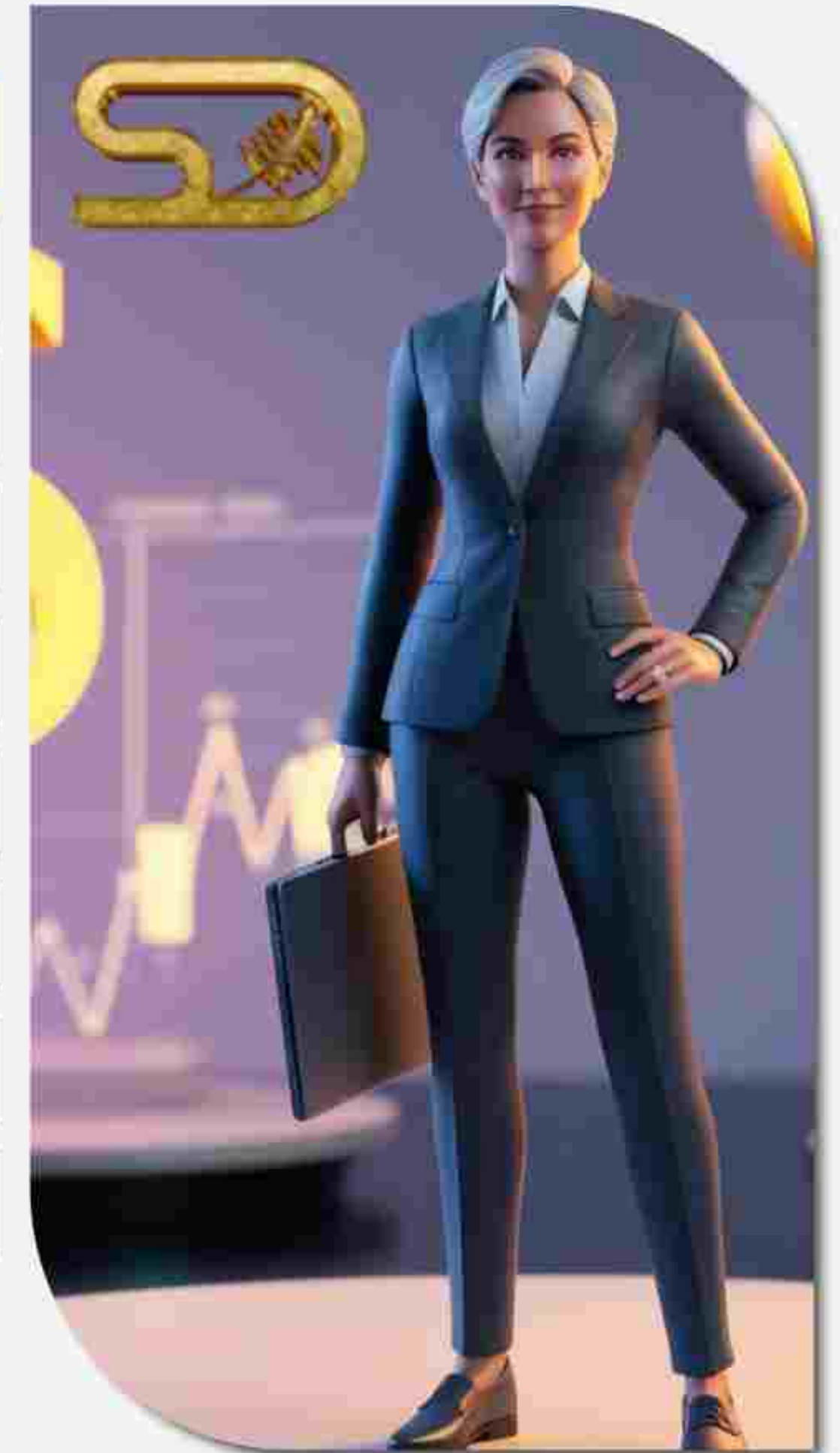




# SDF TRADING PROFIT

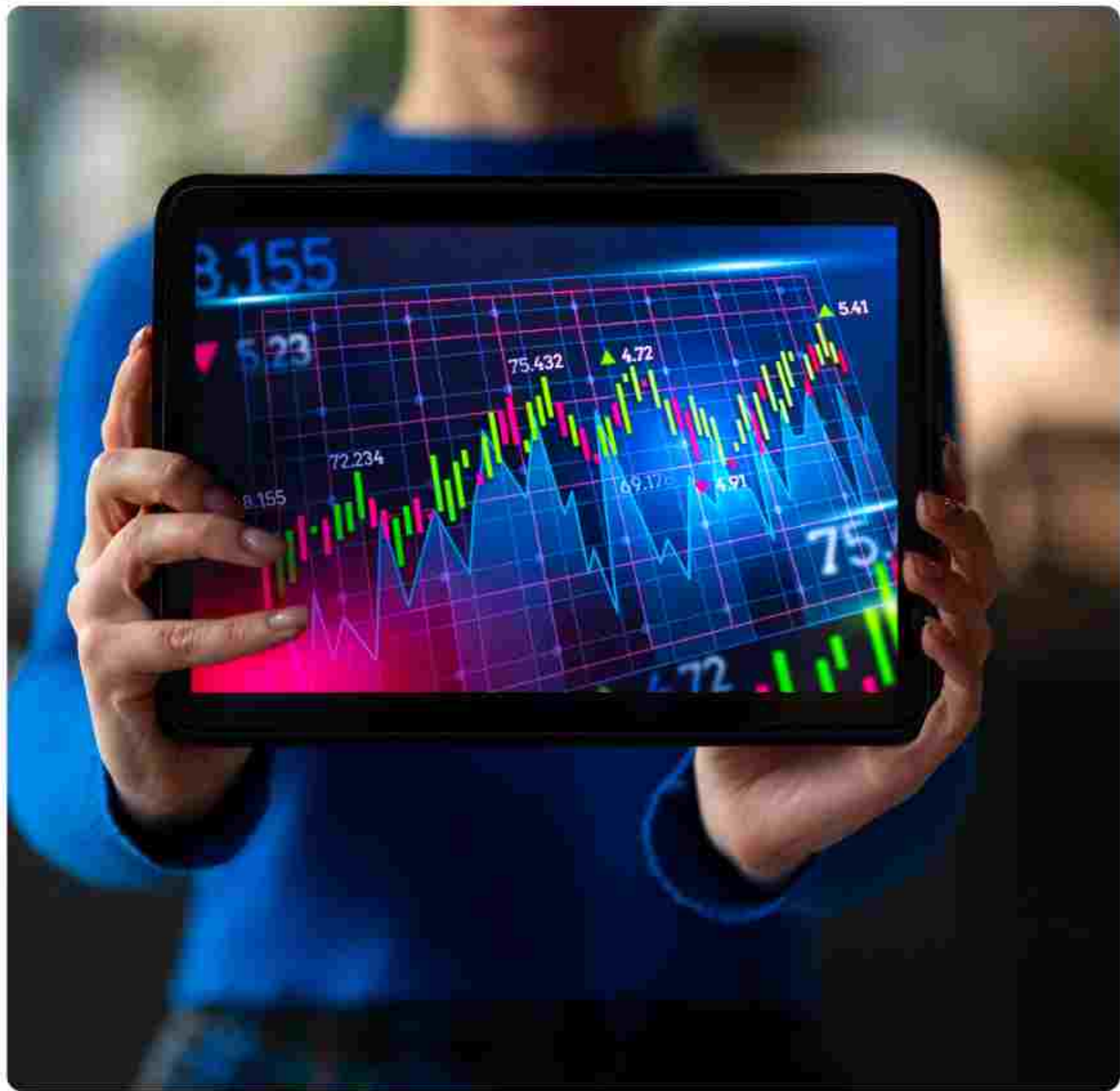
## PACKAGES

NAME	VALUE	PROFIT (+) (-)
EQUITY 1	\$25-\$999	Up to-0.5%
EQUITY 2	\$1000-\$2999	Up to-0.6%
EQUITY 3	\$3000-\$6999	Up to-0.7%
EQUITY 4	\$7000-\$14999	Up to-0.8%
EQUITY 5	\$15000-\$29999	Up to-0.9%
EQUITY 6	\$30000-\$49999	Up to-1%
EQUITY 7	\$50000-\$100000	Up to-1.2%





# TRADING DAYS



**COPY TRADE WEEKLY 5 DAYS**

**LIVE TRADE WEEKLY 7 DAYS**



# IB BONUS

Generation	Personal Asset	Refer ID	Direct Sales	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>
IB-01	\$25	1	\$25	20%	--	--	--	--	--	--
IB-02	\$100	2	\$250	20%	15%	--	--	--	--	--
IB-03	\$250	3	\$500	20%	15%	10%	--	--	--	--
IB-04	\$500	5	\$1500	20%	15%	10%	8%	--	--	--
IB-05	\$1000	7	\$2000	20%	15%	10%	8%	6%	--	--
IB-06	\$1500	10	\$2500	20%	15%	10%	8%	6%	5%	--
IB-07	\$2000	15	\$3000	20%	15%	10%	8%	6%	5%	3%



## RANK BONUS AND SALARY

Terms				Reward (One Time)	Salary Details		Global Royalty
Rank Name	Personal Asset	Sales			Monthly Target	Salary Amount	
		1 <sup>st</sup> Level	Team				
V 1	\$500	\$2000	\$15000	\$250	--	--	--
V 2	\$1000	V2 (V 1 x 2)		\$500	--	--	--
V 3	\$1500	V3 (V2 x 2, V1 x 1)		\$1200	\$15000	\$500	--
V 4	\$2000	V 4 (V3 x 2, V2 x 1)		\$2500	\$50000	\$1000	--
V 5	\$3000	V5 (V4 x 2, V3 x 2)		\$6500	\$100000	\$2500	1%
V 6	\$5000	V6 (V5 x 2, V4 x 2)		\$15000	\$150000	\$5000	2%
V 7	\$10000	V7 (V6 x 3, V4 x 2)		\$25000	\$250000	\$10000	5%



## TRANSACTION






-  Minimum Deposit-25\$
-  Minimum Withdraw -15\$
-  Minimum Transfer -5\$
-  Profit Withdraw Charge -5%
-  Capital Withdraw-10%
-  P2P Charge 5%
-  Profit Weekly 5 Days

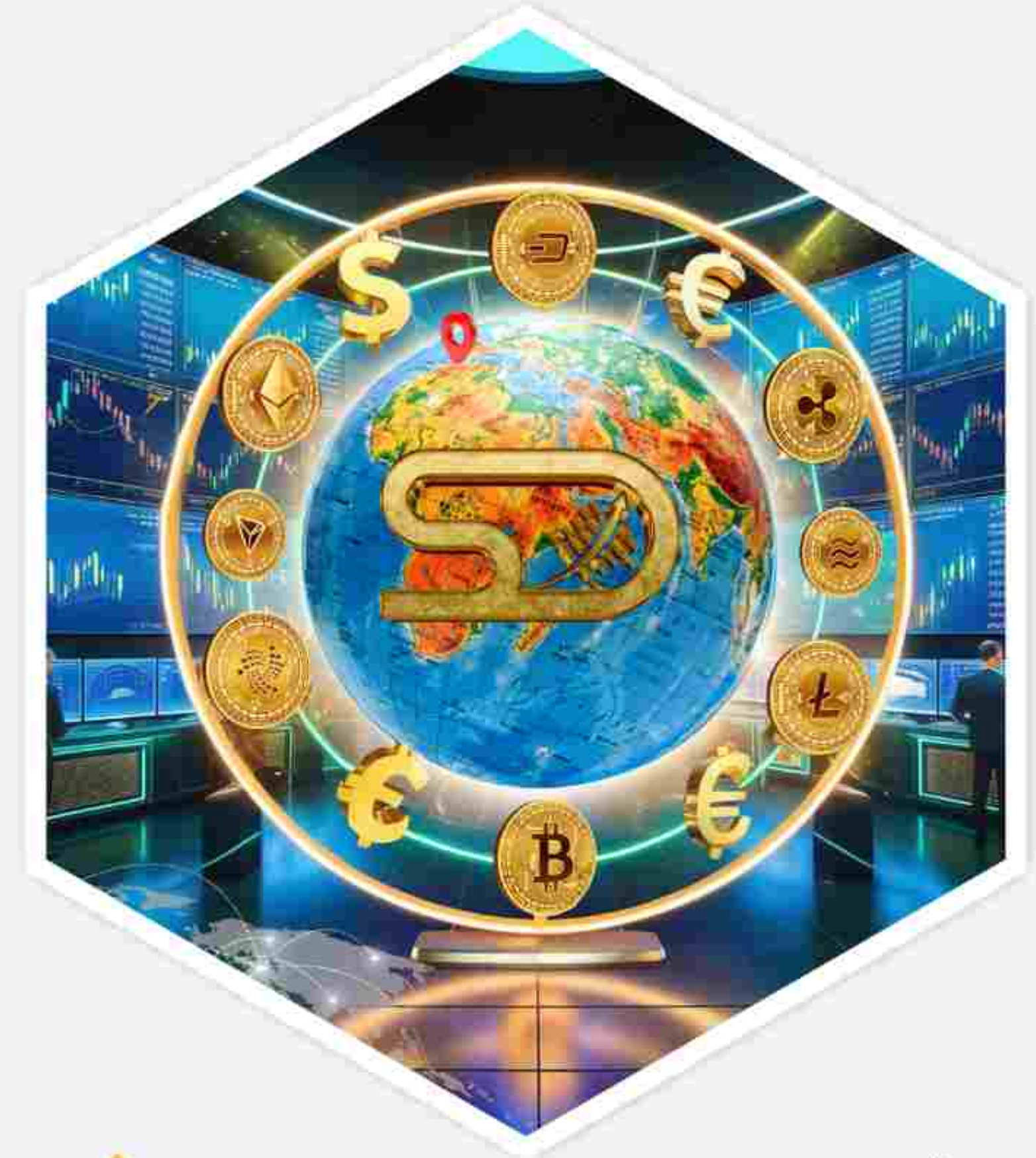






# AUTO TRANSECTION

-  Decentralized Wallet
-  Auto KYC Verification
-  Auto Deposit
-  Auto Withdraw
-  Currency -USD
-  Network BNB Smart Chain
-  Any Time 100% Withdraw



**BINANCE**



**METAMASK**



**Trust Wallet**



## MANAGEMENT PROFILE



# JOHN DEFORD

## CEO OF SD FINANCE

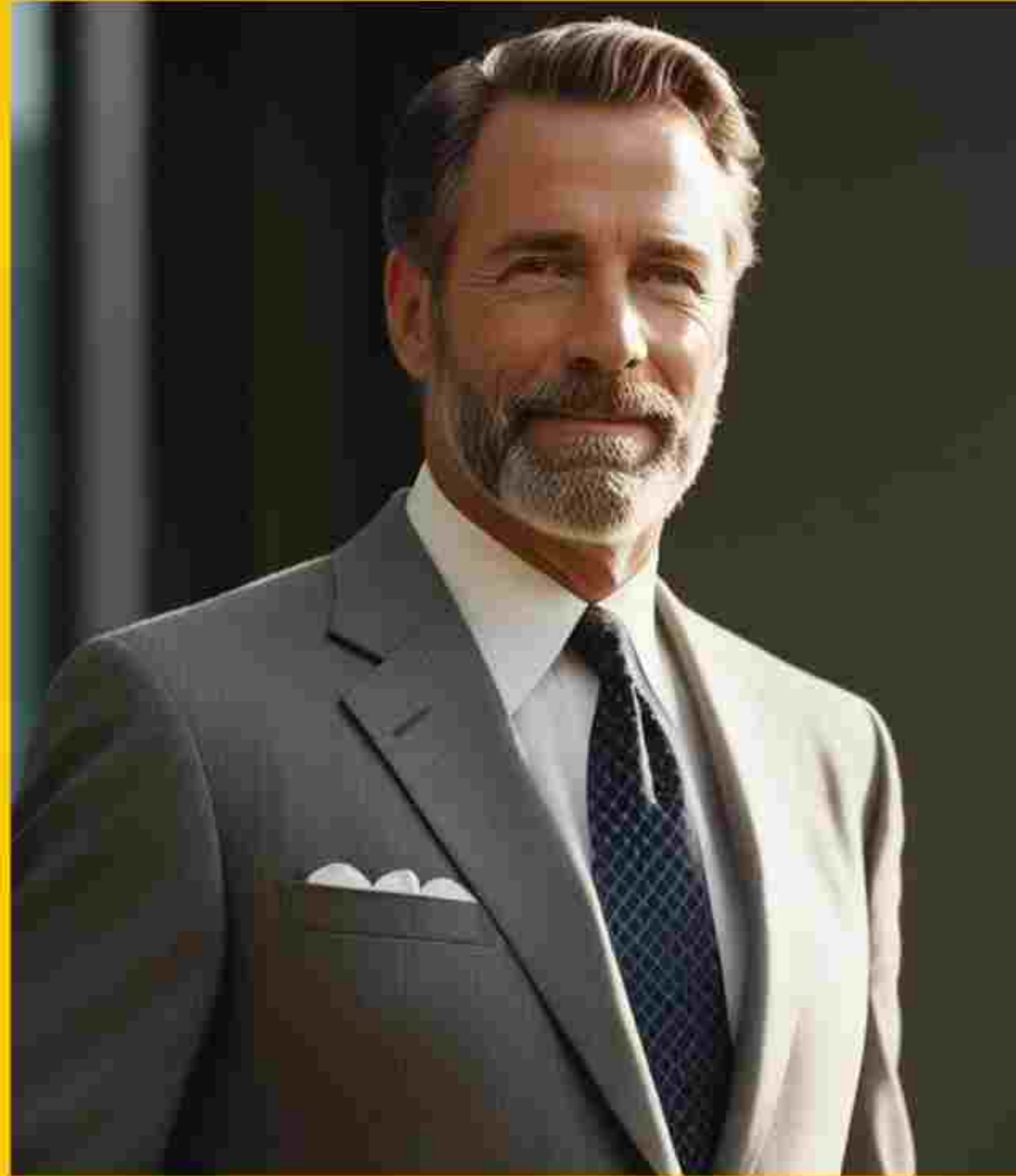
HELLO EVERYONE,

I'M JOHN DEFORD, CEO OF SD FINANCE, AND IT'S A PRIVILEGE TO SPEAK WITH YOU TODAY: AT SD FINANCE, OUR MISSION IS CLEAR: TO MAKE FINANCE SIMPLE, ACCESSIBLE, AND EMPOWERING FOR EVERYONE.

IN A FAST-CHANGING WORLD, WE REMAIN COMMITTED TO INNOVATION, INTEGRITY, AND PUTTING OUR CLIENTS FIRST. WHETHER IT'S THROUGH CUTTING-EDGE SOLUTIONS OR PERSONALIZED SERVICE, WE STRIVE TO HELP OUR CUSTOMERS ACHIEVE THEIR FINANCIAL GOALS WITH CONFIDENCE.

I WANT TO EXPRESS MY GRATITUDE TO OUR DEDICATED TEAM, OUR CLIENTS. AND OUR PARTNERS FOR MAKING THIS JOURNEY POSSIBLE. TOGETHER WE'RE SHAPING THE FUTURE OF FINANCE—ONE STEP, ONE SOLUTION, ONE SUCCESS AT A TIME.

THANK YOU,



# CALI BRANDON

## MARKETING EXECUTIVE

HELLO EVERYONE,

I'M CALI BRANDON, MARKETING EXECUTIVE AT SD FINANCE, AND I'M THRILLED TO SPEAK WITH YOU TODAY. AT SD FINANCE, WE UNDERSTAND THAT IN THE WORLD OF FINANCE, TRUST AND CONNECTION ARE EVERYTHING. THAT'S WHERE MARKETING PLAYS A VITAL ROLE-WE BRIDGE THE GAP BETWEEN OUR INNOVATIVE SOLUTIONS AND THE PEOPLE WHO NEED THEM MOST.

OUR GOAL IS SIMPLE: TO TELL THE STORY OF HOW SO FINANCE EMPOWERS INDIVIDUALS AND BUSINESSES TO ACHIEVE THEIR FINANCIAL GOALS. THROUGH CLEAR COMMUNICATION, CREATIVE CAMPAIGNS, AND MEANINGFUL

ENGAGEMENT, WE'RE BUILDING RELATIONSHIPS THAT LAST: "WANT TO THANK OUR INCREDIBLE TEAM FOR THEIR SUPPORT AND DEDICATION. TOGETHER, WE'RE NOT JUST MARKETING FINANCE-WE'RE MARKETING TRUST, GROWTH, AND OPPORTUNITY, LET'S KEEP PUSHING BOUNDARIES AND DELIVERING EXCELLENCE  
THANK YOU!



# JOHN S. ELLS

## CHIEF TECHNOLOGY OFFICER(CTO)

HI, I AM

JOHN S. ELLIS

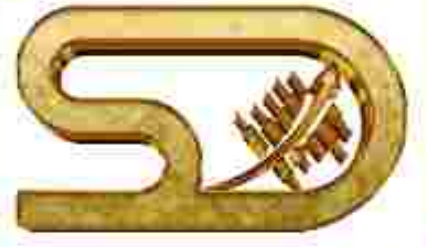
CHIEF TECHNOLOGY OFFICER (CTO)

GOOD EVERYONE.

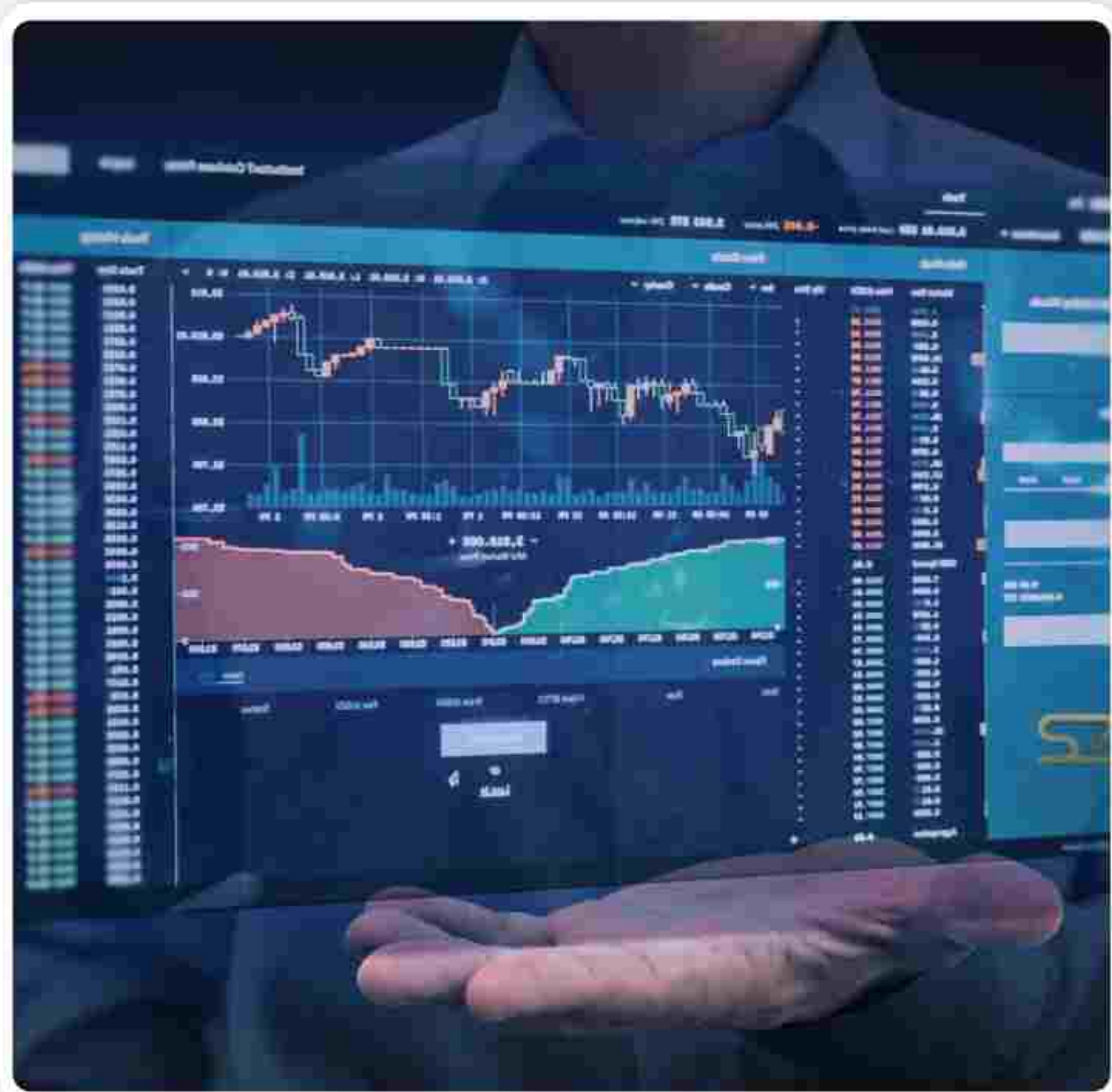
I AM JOHN SELLS, THE CHIEF TECHNOLOGY OFFICER OF SD FINANCE, AND I'M HONORED TO SPEAK WITH YOU TODAY. AS WE NAVIGATE THIS DYNAMIC FINANCIAL LANDSCAPE, IT'S CLEAR THAT TECHNOLOGY IS AT THE FOREFRONT OF OUR INDUSTRY'S EVOLUTION. AT SD FINANCE, WE ARE COMMITTED TO HARNESSING INNOVATION TO CREATE SOLUTIONS THAT EMPOWER BOTH OUR CLIENTS AND OUR TEAMS..

IN THE PAST YEAR, WE HAVE MADE SIGNIFICANT STRIDES IN DEVELOPING OUR CUTTING- EDGE FINANCIAL PLATFORM, WHICH NOT ONLY STREAMLINES OPERATIONS BUT ALSO ENHANCES CUSTOMER EXPERIENCE. OUR EVERY DAY DUTY REMAINS PARAMOUNT AS WE SAFEGUARD THE TRUST OUR CLIENTS PLACE IN US:

LOOKING FORWARD, I AM EXCITED ABOUT THE OPPORTUNITIES THAT LIE AHEAD AS WE EXPLORE ADVANCEMENTS IN AI AND BLOCKCHAIN TECHNOLOGY. THESE TOOLS PROMISE TO REVOLUTIONIZE OUR SERVICES AND REDEFINE OUR CLIENT INTERACTIONS, LEADING US INTO A BRIGHTER FUTURE. TOGETHER, LET'S REMAIN DEDICATED TO EXCELLENCE, COLLABORATION, AND INNOVATION. THANK YOU FOR YOUR HARD WORK AND COMMITMENT TO MAKING SD FINANCE A LEADER IN OUR FIELD.



# SDF FUTURE PLAN



**01 OWN BLOCKCHAIN**

**02 OWN CRYPTOCURRENCY**

**03 P2P TRADING**

# Thanks For

Your Valuable Time!!!

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Sweden



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