

18 June 2026

iFOREX Financial Trading Holdings Ltd.
(trading as "iFOREX")

("iFOREX", the "Company" or the "Group")

iFOREX Appoints Daniel Shalom as Chief Operating Officer to Accelerate AI-Driven Growth

iFOREX, a leading fintech business with a proprietary online and mobile trading platform for multi-asset contracts for difference, today announces the appointment of Daniel Shalom as Chief Operating Officer (COO) of the Group.

This appointment supports iFOREX's strategy to scale its growth and expand the use of data and AI across the client lifecycle, alongside continued investment in platform development and the client experience. Daniel brings significant expertise across sales and marketing strategy, AI, cloud and data platforms, which will support these priorities. Effective immediately, Daniel will assume responsibility for the Group's day-to-day operations, including business operations, customer experience, product and technology.

Daniel joins iFOREX with more than 20 years' experience scaling global businesses and data-driven technology platforms, with a strong track record of operational execution and profitable growth. He spent eight years in senior executive roles at Amdocs, a global provider of software and services to the telecommunications, media and financial-services industries, where as Vice President of Data & AI he led a 500-person team serving Tier 1 customers across multiple sectors. He also held full profit-and-loss responsibility for a global business unit (cVidya Networks), supporting the business through its acquisition by Amdocs and subsequent integration.

Most recently, Daniel was CIO of Yad Vashem, Israel's World Holocaust Remembrance Center, where he oversaw a large-scale Bss&Oss technology transformation programme, including a six-petabyte data and cloud environment, and established strategic partnerships with global technology providers.

Itai Sadeh, CEO of iFOREX, commented: "Daniel has extensive experience scaling global businesses driven by cutting edge technology, with deep operational and commercial discipline. His appointment strengthens our ability to continue developing our proprietary platform and to deepen AI-driven personalisation across our global client base, supporting the next phase of the Group's growth."

Daniel Shalom commented: "iFOREX has built a global business with a clear client focus and a well-invested proprietary trading platform. My priority will be to build on that foundation - supporting further growth, scaling operations, refining the product and continuing to apply data and AI across the client experience."

For further information please contact:

Camarco

Marc Cohen
Phoebe Pugh

iforex@camarco.co.uk

Notes to Editors

About iFOREX:

iFOREX is one of the largest and most respected brokers in the financial services industry. Founded in 1996, the company operates a proprietary online and mobile trading platform, enabling retail clients to trade Contracts for Difference (CFDs) across a wide array of over 870 financial instruments.

iFOREX combines advanced technology and superb customer service to meet modern traders' evolving needs. We offer free training, support, and educational resources to help clients navigate global markets and enhance their trading skills, underscoring our mission to empower traders with the knowledge and tools for success.

iFOREX Europe is authorised and regulated by the Cyprus Securities and Exchange Commission (CySEC) under license number 143/11 and provides services throughout the European Economic Area (EEA) (with the exception of Belgium and Cyprus) in reliance on "passports" granted in accordance with MiFID. The Group also has relevant regulatory authorisations from the Financial Services Commission in the BVI under license number SIBA/L/13/1060.

Find out more here: <https://www.iforex.com/>

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