

# ARIES LAUNCH PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### **Aries Financial Announces the Launch of Aries Mobile Trading Application**

Detroit, Mich - Aries has launched! Commission-free options and equities trading, available in most countries around the world. For many users, this is the first direct competitor to Robinhood that they have access to. Aries launched on June 29th on iOS and Android, seeing a great response from their early users. The app demonstrates the technical prowess of a modern-day FinTech, yet leverages its partnerships to deliver a one-two punch worth the interest of any retail investor. Built on the backbone of a well-established and long-standing global broker, Aries is backed by a strong customer service team and has the freedom to focus entirely on its end-user product.

### **ABOUT ARIES**

The app itself features an intuitive and user-friendly interface. Each screen is designed with simplicity in mind. The learning curve is practically nonexistent. Users have access to real-time market data, analysis tools, and even an explanation of why specific tickers are making big moves. Looking at their team's roadmap, we know many more analysis features are to come. An update expected to hit the app stores this weekend will add an Options Profit Calculator Lite -- allowing users to calculate most options strategies profit at expiry. Another quick-follower is promising a complete Options Lab to simulate complex plays with profit-over-time predictions.

### **ARIES TEAM**

The co-founders of Aries Financial are running a full-stack development team. Reda Falih, a trader and entrepreneur, is the CEO and visionary for the product. Being a long-time value investor and options trader, Reda steers the development in a direction that genuinely aims to level the playing field.

"Retail investors are shifting the market paradigm. Millions of average Joes equipped with just a social media account are changing the way billion-dollar funds approach the market. Giving users across the world leveled access to the markets with a suite of tools that adapts to user demand gives the people enough ammo to ensure decisions, whether worth billions or hundreds, are made on the same playing field—power to the people."

- Reda Falih, CEO of Aries Financial

On the other end of the stick, Pash O'Connor is the COO and lead developer for Aries. His dev shop runs on "Radical Agility," allowing users to chat with the team on their Discord channel. From a technical perspective, the company is staying above-par. Having built the product on Google's Flutter framework, the team is looking to release Web, Windows, and macOS clients shortly.

"There's no magic formula to making a good app. Companies lose their edge when they get full of themselves. We are simple. Users can talk to us; we don't need stone walls. Technical decisions aren't made by people who don't understand technology. We respect quality and take pride in what we do."

- Pash O'Connor, COO of Aries Financial

## GET ARIES

Aries is now available in over 120 countries on both iOS and Android. They expect to launch on Windows, macOS, and Web before the end of this year.

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