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## DEUTSCHE BÖRSE SWOT & PESTLE ANALYSIS

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**Company Name :** Deutsche Börse

**Company Sector :** Financial Services, Stock Exchange

**Operating Geography :** Germany, Europe, Global

**About the Company :** The Deutsche Börse Group is a stock exchange that facilitates the trading of stocks and other securities. It also provides transaction services. The company is headquartered in Frankfurt, Germany and has a global presence with around 9,000 employees: in Luxembourg, Prague, London and Zug, in New York and Chicago, in Hong Kong, Singapore, Beijing, Tokyo, Sydney and in other places for its customers all over the world. The firm was established in 1993 as a joint-stock company. It gives access to global capital markets for investors, financial institutions, and businesses. The company encompasses the full process chain from securities and derivatives trading through clearing, settlement, and custody, to market data and the creation and operation of electronic trading systems. In addition, the Group develops modern IT solutions and offers IT services worldwide. The company's business philosophy is based on its dependable systems and neutrality as a supplier, and it operates to the highest standards to provide products and services that satisfy the needs of worldwide financial markets. In May, 2021, the Deutsche Börse Group unveiled its new climate policy, which seeks to achieve net carbon neutrality by 2025.

Deutsche Börse AG's Unique Selling Point or USP lies in it being Europe's largest trading and clearinghouse, with a well-known brand name around the world. Deutsche Börse AG's mission statement reads, "At Deutsche Börse, we provide fair and transparent, reliable and stable infrastructures that ensure safe and efficient markets around the globe. By making markets work, we foster growth and contribute to the prosperity of future generations. In short: our purpose is to create trust in the markets of today and tomorrow".

**Revenue :**

3213.8 million - FY ended 31st December 2020

2936.0 million - FY ended 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Deutsche Börse is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified, scalable and resilient business portfolio driving growth</li> <li>2.Largest stock exchange in Germany and one of the leading stock exchanges globally</li> <li>3.Investments in emerging technologies such as blockchain and fintech</li> <li>4.Has a strong credit rating and better operating margin and profit margin than the industry</li> </ul>	<ul style="list-style-type: none"> <li>1.Number of failed merger attempts</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in number of startups in Germany and the world</li> <li>2.Fintech market expected to grow rapidly riding high on technology advancements</li> <li>3.Growth opportunities in pre trading and after-hours trading</li> <li>4.Favorable capital market trends to drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Susceptibility of system to cybercrimes and software flaws</li> <li>2.Rise of fraud in securities trading</li> <li>3.Brexit - United Kingdom's departure from EU in 2020</li> <li>4.Germanys corporate tax highest in Europe</li> <li>5.Financial Stability Issues in Modern Banking</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Deutsche Börse is given below:

Political	Economical
1.Capital markets union to change structure of Capital markets in EU 2.Increasing number of cyber-attacks on Germany from Russia and China	1.Global economy projected to have K shaped recovery and strong future growth
Social	Technological
1.Rise of high frequency trading (HFT) 2.Culture of saving money than investing in stocks in Germany 3.People investing in stock market has declined 4.Easier than ever to invest in stock market	1.Increased automation and use of algorithm in trading 2.T2S platform revolutionises securities settlement 3.Rapid increase of Robo advisors
Legal	Environmental
1.Compliance in accordance with German and EU financial regulations	1.Opportunity in rise of ESG derivatives 2.Innovative sustainable products and services in response to changing markets

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