

SmartStops Equity Risk Indicators Now Available to European Investors

SAN FRANCISCO, Calif., Dec. 22 (SEND2PRESS NEWSWIRE) – SMARTSTOPS.net announced today that Cortal Consors S.A., a subsidiary of BNP Paribas, has incorporated SmartStops equity risk indicators into their website delivering powerful new risk management capabilities to their clients.

Cortal Consors clients can now quickly view the current SmartStops Risk Status of individual European and US equities and with a few clicks of the mouse place protective stop loss orders using daily optimized SmartStop exit prices.

“In today’s volatile and uncertain markets, it is more important than ever to be able to quickly react to changes in one’s risk exposure,” explained Martin Hauptmann, Head of Customer Risk & Performance Management at Cortal Consors. “We continually look for ways to help our clients better manage risk and are pleased to make SmartStops’ innovative and powerful risk management solution available as part of our online services.”

SmartStops equity coverage, which traditionally included all major US stocks and ETFs, has been expanded to include select European equities listed on the Euronext and Xetra exchanges. SmartStop risk indicators will initially be made available through the Cortal Consors website to clients in the French and German geographies and later will be expanded to additional European markets.

“This is our first foray into Europe and we are honored to be entering this new geography with an industry leading partner in BNP Paribas,” said Chris Conway, Director of Product Management at SmartStops. “We believe Cortal Consors is ahead of the curve and soon all online brokers will incorporate risk indicators such as SmartStops directly into their online solutions reducing the barriers to taking action and protecting assets.”

The SmartStops solution was selected after extensive analysis of its performance on European stocks. A five year back testing study on the CAC components running April 2005 through April 2010 found that SmartStops improved overall returns over buy and hold by 14.3% and reduced the average loss of all losing positions from a loss of 38.9% to a loss of only 19.8%. Following the SmartStop risk management strategy also reduces opportunity cost and improves the return per day in the market by decreasing the time equity is tied up in the market and not available for alternative investments.

SmartStops are protective exit prices calculated and published each market day for stocks and ETFs. SmartStops are designed to trigger when the trading pattern of an equity indicates that it has entered a period of above normal risk. Sidestepping periods of above normal risk by selling or hedging your position can protect assets, reduce losses and improve your overall return.

“Investors typically make buying decisions based on the risk/reward analysis of a particular equity. Unfortunately, the risk exposure does not remain constant over time,” explains Chuck LeBeau, Director of Analytics. “Our goal at SmartStops is to make investors of all levels more aware of changes in their risk exposure, enabling them to make timely and informed decisions that protect assets and improve returns.”

About SMARTSTOPS:

SMARTSTOPS.net is dedicated to helping investors of all levels be more aware of changes in their risk exposure enabling timely decisions that protect assets, improve returns and provide peace of mind. SMARTSTOPS.net portfolio monitoring and risk alert services start at just \$9.95 per month. For more information visit us at <http://SmartStops.net> or contact us at info@SmartStops.net .

About Cortal Consors:

Cortal Consors, a subsidiary of BNP Paribas, is one of the leading investment banks for private capital investments and online trading in Europe. With an extensive product portfolio and a broad supply of services, Cortal Consors via various different marketing channels services more than one million customers. In the framework of the investment solutions business division Cortal Consors, present in Germany, France and Spain, the brokerage house B*capital and Geojit BNP Paribas, a leading broker on the Indian market, together form the unit BNP Paribas Personal Investors.

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