

# Equals Group PLC

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## FairFX boss focused on fast customer growth

The chief executive of AIM-listed travel money company FairFX (LON:FFX), Ian Strafford-Taylor, explains the factors behind the firm's fast-growing customer base.

Total new customers added in the first half of 2015 totalled 60,495, a growth of 37% year on year. The growth, according to Strafford-Taylor, is down to a new TV ad and improve mobile friendly website.

"This year's second half will be dominated by continuing customer acquisition, coupled with active cross selling of our other products, especially FairPay (our online transfer system) and Dealing," said the CEO.

**Price:** 27.74

**Market Cap:** £49.54 m

### 1 Year Share Price Graph



June 2019 December 2019 May 2020

### Share Information

**Code:** EQLS

**Listing:** AIM

52 week	High	Low
	131.95	11.9

**Sector:** Financial Services

**Website:** equalsplc.com

### Company Synopsis:

*Equals Group PLC is a leading challenger in the financial services sector catering for both business and retail customers. Operating under an e-money licence, Equals provides high-quality products including international payments, corporate expenses, current accounts, credit facilities, currency cards and travel cash.*

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