

Fidessa's Tradalyzer™ to provide consolidated trading analysis for Canada's fragmented marketplace

Toronto, August 17, 2011 – Fidessa group plc (LSE: FDSA), provider of high-performance trading, investment management and information solutions for the world's financial community, has today unveiled its Tradalyzer™ in Canada. The Tradalyzer is an innovative trading analysis tool that builds on the success of Fidessa's award-winning Fragmentation Index (FFI) and Fragulator®, to provide a deeper understanding of trading activity in the Canadian marketplace. It offers an unbiased and independent assessment of individual trades and trading strategies across Canadian liquidity venues including stock exchanges, ATSS and dark pools. A free, web-based tool for the trading community, the Tradalyzer is available at fragmentation.fidessa.com/tradalyzer.

The Tradalyzer empowers the buy-side by providing the facts they need to compare their trading outcome against the market. This enables them to review broker performance by validating the quality of executions against what actually happened in the market, and to make more informed decisions about how and where to trade on the sell-side too. The Tradalyzer enables brokers to understand the effectiveness of their smart order routing technology whether it comes from a vendor, a liquidity venue or a brokerage firm. In addition, the Tradalyzer gives trading venues of all types the ability to monitor their performance against the rest of the market, track competitor activity and demonstrate the value they offer.

Martin Hakker, CEO, Fidessa Canada corporation, said: "As the Canadian marketplace becomes increasingly fragmented, it is even more important to develop a strong community and provide free unbiased analysis tools for this marketplace. Fidessa has expanded upon the Fragulator and will continue to create tools that add value to the entire community. The Tradalyzer gives everyone the same objective view of what is happening in the marketplace. The format and content of this view is unique to Fidessa, but the data is available to everyone."

"Traditionally, the buy-side and the sell-side have been driven by different regulations and market pressures," said Sang Lee, Founder, Aite Group. "In a marketplace as fragmented as Canada, Fidessa's Tradalyzer can be viewed as an innovative tool, offered at no charge, which brings a greater degree of intelligence along with a deeper insight to analyze trading across the Canadian marketplace."

The Tradalyzer allows users to input the parameters of a trade (such as stock symbol, price, direction, start and end time) which are then compared with the consolidated view from Fidessa's global ticker plants to produce a highly intuitive, graphical report. The report immediately shows how each trade compares with the performance of the consolidated market during the same interval by using trading data that is updated daily. It offers a clear picture of market momentum, price, volume distribution, gains or losses and other recognized industry benchmarks. It also provides a detailed analysis of alternative outcomes from other relevant lit and dark venues. Analysis can be performed on trades dating back over the previous 90 days. The Tradalyzer already covers European stocks and has now expanded to cover the Canadian markets with other geographies to follow soon, providing invaluable insight into the reality of trading in today's markets.

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About Fidessa group

Exceptional trading, investment and information solutions for the world's financial community.

New technology, new regulation, new challenges: making money in today's financial markets is all about staying ahead of the curve. Having the capability to spot new trends and act fast turns change into opportunity. That's why 85% of the world's premier financial institutions trust Fidessa to provide them with their multi-asset trading and investment infrastructure, their market data and analysis, and their decision making and workflow technology. It's also why \$10 trillion worth of transactions flow across our global network each year. Because we're the market leader, we can also offer unique access to the world's largest and most valuable trading community of buy-side and sell-side professionals, from global institutions and investment banks to boutique brokers and niche hedge funds.

Fidessa is a global business with scale, resilience, ambition and expertise. We've delivered around 30% compound growth since our stock market listing in 1997 and we're recognised as the thought leader in our space. We set the benchmark with our unrivalled set of mission-critical products and services and, uniquely, serve both the buy-side and sell-side communities. Ongoing investment in our leading-edge, integrated solutions ensures Fidessa remains the industry's number one choice.

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