

## **David Polen Promoted to Global Head of Electronic Execution at Fidessa**

New York/Global, 25<sup>th</sup> June 2014 – Fidessa group plc (LSE: FDSA) announced today that it has appointed David Polen as Global Head of Electronic Execution. David will report to Mark Ames, Global Head of Sell-side Services for Fidessa.

This new role at Fidessa reflects the markets' changing execution requirements. Markets continue to evolve towards electronic trading across asset classes and this systematic movement means that technology must present a simplified view of these global markets. At the same time, ongoing pressure on revenues naturally suggests outsourcing of the infrastructure.

In this role, David Polen is responsible for delivering a range of fully-managed solutions that addresses this evolving market. These solutions allow brokers to present global execution to their own clients more intelligently and more cost-effectively.

“Fidessa’s aim is to help brokers focus on trading ideas, rather than regulatory and technical intricacies,” said David Polen. “Navigating the current trading landscape is already complex and costly, with many subtleties associated with trading across asset classes and geographies. Brokers should be able to deliver innovation to their clients across this environment quickly.”

Clients of Fidessa’s electronic execution platform outsource the commoditized aspects of execution including DMA and algorithms. The platform exposes the algorithmic infrastructure so that brokers can create their own algo strategies; Fidessa uses this infrastructure to build a core suite of multi-asset global algos that can be used too. They are also able to take advantage of execution tools, including smart order routing, smart crossing and self-trade prevention.

Mark Ames added: “It’s great to have David spearheading our efforts to strip out the complexity from global electronic execution. We aim to give brokers the breathing room to focus on creating a competitive advantage, while reducing costs and providing a homogenous trading experience.”

Fidessa’s electronic execution capabilities – covering 220 markets across four asset classes – are supported by a vast array of software, technology and infrastructure combined with premier market expertise. The platform is continually updated with any regulatory or market changes. In addition, it can be easily integrated with any other OMS, ensuring seamless compliance, settlement and clearing.

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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 \$12 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 25% 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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