

Press Release



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Fidessa appoints Jay Biancamano to lead Equities in the Americas

New York, February 25, 2015 – Fidessa group plc (LSE: FDSA) today announced a key appointment for its sell-side business, Jay Biancamano is now Head of Equities Product Marketing for the Americas. Based in New York and reporting to James Blackburn, Global Head of Equities Product Marketing, Biancamano will focus on driving the strategic direction of Fidessa's sell-side equities products to provide new and innovative services to its clients which deliver them real business value.

Biancamano is considered a leading expert on electronic trading market structure, having built and designed many successful products in this space. Prior to joining Fidessa, Biancamano founded Hoyvin Inc., a trading technology firm that used artificial intelligence and human-computer interaction to help traders source alpha from social media. Before pioneering his own company, Biancamano was the Executive Chairman and CEO of Pipeline Trading, a leading firm in predictive analytics and algorithmic trading.

Mark Ames, CEO of Fidessa in the Americas, commented: “Jay is very well known in the industry and has a tremendous track record. His experience will be an invaluable resource in further expanding our business and enhancing our equity-based products as we continue to build out our sell-side business in new market segments in the region.”

Biancamano added: “I am looking forward to bringing my knowledge and experience of new product development to Fidessa and its growing client base. As market improvements continue, I will be working to ensure our clients are able to transition to cost-effective yet innovative solutions that will enable them to grow their business. In doing so, I also hope to provide a strong voice for the brokerage and sell-side community that will help to encourage industry organizations to increase their efforts on market structure improvements to further stimulate growth.”

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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 over \$20 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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