

## **Fidessa expands in Asia**

*Growing presence in Asia-Pacific in response to increasing client demand*

Hong Kong, 1<sup>st</sup> December 2010 – Fidessa group plc (LSE: FDSA), provider of high-performance trading, market data and global connectivity solutions for the buy-side and sell-side, has today announced two strategic moves to bolster its growing Asia-Pacific presence: the appointment of a new Head of Sales for Asia and the opening of a Singapore office.

Emily Thomas, previously a key member of the group's London enterprise sales team, will assume the head sales role in Asia. Thomas will be based in Fidessa's Hong Kong office and will be responsible for leading and expanding the sales team across the region. She will continue to report to Steve Barrow, Global Head of Sales, as well as Jean-Pierre Baron, Managing Director for Fidessa in Asia-Pacific.

In another step to build on its momentum in the region, Fidessa is opening a new office in Singapore as its second major base in Asia, after its regional headquarters in Hong Kong. This move reflects the popularity of Fidessa's trading and connectivity solutions within Singapore and across south-east Asia. It will provide operational support to Fidessa's growing Asian client base, while complementing the Fidessa Singapore network hub, co-located with Chi-East, which opened in May 2010 to provide access to its Software as a Service trading platform, ultra low-latency market data and global liquidity network solutions.

Jean-Pierre Baron, Managing Director for Fidessa in Asia-Pacific, says: 'We have seen considerable success in the past two years in Asia having signed a number of clients to our trading platform and connectivity network from across the region and entered into significant partnerships with some of the area's key players. Our goal has always been to ensure that participants in the Asian markets have access to the technological solutions that they need in what is a rapidly changing trading environment, and these two strategic developments will ensure we continue to achieve this. Emily's appointment will play a critical role in growing the business and help build on recent successes in the region. At the same time, the new office in Singapore will extend our ability to support existing clients and allow us to continue to provide the consistent level of service that they have come to expect.'

Fidessa's network provides connectivity to more than 2,400 buy-sides and 550 brokers across 142 markets globally. Each month, the network carries flow with a value of around US\$700 billion. Fidessa's products serve over 26,000 users across around 900 clients worldwide and are used by more than 85 per cent of tier-one financial institutions.

-ends-

#### **About Fidessa group**

**Fidessa** group is the leading supplier of high-performance trading, portfolio analysis, decision support, compliance, market data and connectivity solutions for firms involved in trading the world's financial markets. **Fidessa's** products and services are built on the simple vision of making it easier to buy, sell and own financial assets of all types on a global basis.

A dynamic, growing company with a proven track record, **Fidessa** is recognised as the thought leader in the marketplace, with an unrivalled set of products and services which set the benchmark for this industry and, uniquely, serve both the buy-side and sell-side communities globally.

With 29 years' experience delivering powerful, resilient, mission-critical systems, **Fidessa** develops all its products itself from the ground up, investing heavily in their continual evolution. The resulting leading-edge, truly integrated solutions have established **Fidessa** as the industry's number one choice, and are used by over 85% of tier-one, global financial institutions.

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports 26,000 users across around 900 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

**Fidessa** group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of over £250m, has delivered around 30% compound growth since its 1997 listing and now employs 1,500 people globally.

[www.fidessa.com](http://www.fidessa.com)