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Fidessa enhances equities trading platform *Delivers sophisticated new optimized trading functionality*

28th July 2015 – Fidessa group plc (LSE: FDSA) has today announced the launch of new optimized trading capabilities for its sell-side equities trading platform. Designed to empower traders in an increasingly automated and competitive world, Fidessa's Order Performance Monitor allows users to monitor all live orders simultaneously and identify any outliers in real time. In conjunction with this, a new Fidessa white paper, *Optimized Trading - Empowering the trader in an automated world*, examines the challenges brokers face today in achieving optimal trading outcomes.

In the post-financial crisis world, research confirms that buy-sides are increasingly focussed on execution quality as a top priority from their brokers. But today over half of all client order flow is routed through 'low touch', automated execution channels. And with hundreds of orders and executions flying through trading platforms every second, achieving and maintaining optimal execution outcomes is increasingly difficult. Although the vast majority of orders achieve their aim, the real value brokers can add is to quickly identify and act on those that don't.

Fidessa's Order Performance Monitor (OPM) looks across a multitude of order parameters and serves as a real-time early warning system for any orders that look set to underperform. Fully integrated with Fidessa's OMS, market data and analytics tools, OPM uses proprietary scoring methodology specifically designed to identify outliers. Traders can use these scores to set thresholds that trigger alerts, so allowing them to take remedial action where necessary, in collaboration with their client, in order to achieve their stated objectives.

James Blackburn, Global Head of Equities Product Marketing at Fidessa, comments: "There are numerous transaction cost analysis tools out there, designed to help in the quest for best execution. But while these may be of some value, they only serve to highlight today's issues tomorrow. In a highly competitive market that is often too late. Sitting at the heart of the order flow and decision making process, Fidessa is in a unique position to offer traders the real-time analysis and insight they are looking for. OPM gives them the improved decision making capabilities they need throughout the order lifecycle, providing real insight on their orders and executions in real time and empowering them to deliver the execution quality their clients are demanding today."

The white paper, *Optimized Trading - Empowering the trader in an automated world*, authored by Anthony Martinez, Americas Equities Business Development Manager at Fidessa, is available at www.fidessa.com/papers or by contacting info@fidessa.com.

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 around \$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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