



**For immediate release:**

## **Alpes Joins Fidessa Global Connectivity Network**

*Electronic brokerage joins growing number of Latin American firms*

New York, October 26<sup>th</sup> 2010 — Fidessa group plc (LSE:FDSA) provider of trading systems, market data and global connectivity to buy-sides and sell-sides globally, today announced that Alpes, the São Paulo based discount brokerage house, has joined the Fidessa connectivity network, one of the largest trading networks in the industry.

The move will allow Alpes to provide an increased range of Brazilian trading and execution services to Fidessa's global user base within the equities, futures and options markets. The partnership will also assist Alpes in achieving its goal of high exposure to a considerable number of market players around the world.

Pedro Machado, in charge of Institutional Sales stated: "We are thrilled to be a part of Fidessa's community because as a reliable and reputable worldwide trading network it is a natural fit with our strategy to offer customers a high-quality network and DMA access to liquidity venues. The partnership with Fidessa also supports our goal to transform Brazil into one of the leading financial markets in the Southern Hemisphere.

Alice Botis, Head of Business Development, Latin America at Fidessa, adds: "We are seeing a huge surge of activity in Brazil at the moment and Alpes's addition to our community is a further demonstration of the growth in the Latin American region and its position on the world stage. By bringing such a state of the art suite of services such as Alpes's on board we have even more comprehensive coverage of the region than before and with Alpes's commitment to delivering the lowest latency possible we are confident that we offer another great Brazilian brokerage to our network."

Fidessa recently announced that it signed a deal to provide Bulltack Capital Markets LP with its hosted trading technology, and has also added more than 18 valued

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Latin American brokers to its connectivity network including: Celfin Capital, InterBolsa Comisionista de Bolsa, Agora CTVM S.A, BES Securities, Casa de Bolsa Finamex, Celfin Capita, Credit Suisse Hedging-Griffo, Fator Securities, Grupo Bursatil Mexicano, ICAP Brazil CTVM, Interacciones Casa de Bolsa, Itau Securities, IXE Casa de Bolsa, Santander Investment Securities, Planner Corretora De Valores, Terra Futuros Corretora de Mercadorias S/A and XP Investimentos.

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### **About Alpes**

Alpes is a fully independent Brazilian discount brokerage house headquartered in São Paulo. The company is focused on pure execution on BM&FBovespa and OTC Markets such as the Local Fixed Income and Securities lending markets.

Through the years, the company has grown its action in the retail segment and on September 2006, WinTrade was established as the Alpes retail arm, and it now has over 42.000 registered clients (8% market share in Brazil). The institutional electronic business started in 2008 and since then Alpes has been focused on DMA, Algo and HFT clients, offering them solutions such as connectivity, co-location / hosted solutions, electronic post-trading and algo environment.

For three consecutive years, Alpes has been among the 100 firms most connected, according to a survey done by one of the main financial magazines of the country, Info Exame. We also won the prize for best broker and best home broker, in the ranking produced by a major financial website, the InfoMoney. In addition to that, Alpes won the following certification stamps: Web Broker and Execution Broker, given by the Operational Qualification Program from BM&FBovespa.

### **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)

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