



**For immediate release:**

## **Denmark's Danske Bank selects Fidessa**

London, 18<sup>th</sup> October, 2010 — Fidessa group plc (LSE:FDSA), provider of high performance trading systems, market data and global connectivity for the buy-side and sell-side, today announced that Danske Bank has selected its sell-side trading platform to support its equity trading business.

Danske Bank will adopt Fidessa's managed enterprise model which will provide them with access to a highly sophisticated workflow platform delivered through a fully hosted infrastructure. This proximity-hosted solution is deployed, operated and managed by Fidessa's own specialist team. Danske Bank will be Fidessa's first managed enterprise client in the region, following a series of other high-profile customer wins across the Nordics.

Fidessa's trading platform will be the technology infrastructure for Danske Bank's institutional trading desk, as well as providing the platform for the execution of its retail flow. Danske Bank will be able to leverage Fidessa's low-latency DMA technology, combining connectivity and routing to multiple venues across Europe.

Kim Lilmoose, COO at Danske Markets, Equities commented: "We found Fidessa to be the best front office trading solution out there, and so we are excited to be working with them going forward. Fidessa's deployment model gives us the flexibility we need. It delivers a high performance platform that is both scalable and resilient while allowing us to focus on developing new services and making these available to our clients quickly and efficiently."

Rajiv Shah, Enterprise Services Director EMEA, at Fidessa said: "Working with an organisation of Danske Bank's scale, reach and reputation is of significant strategic importance to us. We have established a local hosting facility in the region, giving Danske Bank proximity access to its domestic markets. This is a further sign of our ongoing commitment to the region, and the continued popularity of the managed enterprise model globally."

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Fidessa's products serve 26,000 users across 900 clients around the world and are used by more than 85 per cent of tier-one financial institutions. Fidessa's connectivity network is one of the world's largest and most diverse trading communities, linking 2,400 buy-side institutions, 550 brokers and more than 140 markets across EMEA, Asia Pacific and the Americas. In the first half of 2010, Fidessa's network increased its traffic by 28% and now carries executed order flow of around \$700 billion each month.

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#### **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)