

For immediate release:

DnB NOR Markets selects Fidessa's sell-side trading platform

London/Oslo, 14th October, 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 that DnB NOR Markets, the investment banking arm of Norway's largest financial services group, has selected its Software as a Service (SaaS) sell-side trading platform to support its global trading operations.

DnB NOR Markets will benefit from Fidessa's world-class order and execution management and its highly sophisticated smart order routing (SOR) technology to maximise trading opportunities across the fragmented equities markets. In addition, DnB NOR Markets will have access to more than 140 trading venues worldwide via Fidessa's global FIX connectivity network, enabling it to provide DMA, Care and Algo services to its clients worldwide.

Roar Torrissen, at DnB NOR Markets, said: "When looking to replace our previous trading solution we were impressed with the significant benefits the Fidessa trading platform offers. The superior flexibility was undoubtedly a major factor in our decision-making and Fidessa has a strong reputation in this space. Crucially, Fidessa provides us with a fully hosted system that gives us all the functionality we require to support our international trading business."

As well as the core trading platform, DnB NOR's traders in Oslo, London, New York and Singapore will be using a number of Fidessa's advanced trading tools. These include basket trading functionality, which will allow DnB NOR to trade large mixed baskets, and pairs trading which will enable traders to manage large numbers of client pair orders within the platform's order workflow. The complete solution is fully integrated with DnB NOR's back office system via bespoke interfaces.

Paal Karstensen, Head of Equities at DnB NOR Markets, added: "It is a key part of our strategy to employ world-leading technology to enable us to provide the best possible service to our clients and implementing Fidessa's platform supports that

aim. At the same time, we wanted to engage with a strong and stable vendor that has a deep understanding of the Nordic market, which is something Fidessa has demonstrated to us throughout our negotiations.”

Mark Holden, New Business Sales Manager for Fidessa in the region, said: “There is a significant momentum among the Nordic countries as increasing fragmentation in the region is prompting brokers of all sizes to reassess their technology infrastructure to ensure that it is meeting their needs. Fidessa’s highly sophisticated SOR, coupled with an innovative yet robust platform is proving to be a compelling proposition.

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 DnB NOR

DnB NOR is the second-largest Nordic bank by market capitalization with leading positions in the global maritime and energy-related sectors.

With more than 180 years of experience serving our customers with complete financial services within banking, insurance, asset management, trading, research and investment banking, we have an ambition of significant international growth.

DnB NOR Markets is the bank's capital markets and investment banking arm. In 2009, **DnB NOR Markets** was ranked number one in equity trading and institutional equity research and commanded a leading market share within ECM and M&A in Norway.

Internationally, **DnB NOR Markets** has equity-area presence in Oslo, London, New York, Houston and Singapore.

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.

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