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Maybank Kim Eng goes live with Fidessa for regional trading

Singapore, 6th January 2016 – Fidessa group plc (LSE: FDSA) today announced that Maybank Kim Eng has deployed its equities order management and execution platform as their Asian trading solution for global clients.

With Asia being such a fragmented marketplace, many firms have ended up running different local systems for each market, which presents a real challenge when they want to offer a seamless regional trading service to customers.

The Fidessa platform will allow Maybank Kim Eng's global institutional clients to trade across Asia via a unified system and benefit from superior front and middle office capabilities. A much more responsive FIX client on-boarding environment, together with advanced program trading, algorithmic and IOI capabilities, will substantially increase the brokerage firm's ability to deliver more timely and valuable execution services to their clients.

The implementation was achieved through an integrated mobilisation of teams on both sides, a partnership that resulted in the simultaneous rollout of the platform to traders in 10 different countries with all key clients migrated successfully to the new system.

Maybank Kim Eng selected Fidessa to underpin their regional and global growth ambitions. Ami Moris, Regional Head, Equities, at Maybank Kim Eng, said Fidessa's technology was a necessary upgrade to rationalise and deliver a globally competitive service to clients: "It is important for Maybank Kim Eng to offer the best possible capabilities to both local and global clients wanting to do business in Asia", she said. "This new Fidessa technology allows us to on-board clients rapidly and systematically execute across the Asian markets, with a core focus on ASEAN, with rich information flowing back to the clients. The implementation is a key milestone in our strategy to offer best execution to clients in Asia."

Maybank Kim Eng won a number of accolades in 2015, including awards for its stockbroking, prime broking and investment banking capabilities. Ami Moris added that the Fidessa technology would allow the bank to build on these achievements: "For us, the solution offers the flexibility and scalability we need. By working in an ongoing and collaborative partnership with an innovative fintech like Fidessa, we can concentrate on ensuring service excellence to clients as well as strategic business expansion throughout Asia."

Jean-Pierre Baron, Managing Director for Fidessa in Asia, said the firm's specialisation in Asian trading had been key to its recent success in South-East Asia. "We invest heavily in adapting our system to the geographic and regulatory diversity of the region", he said. "Partnerships such as this one with Maybank Kim Eng have raised the functional coverage of our system, particularly with

regards to pre-trade risk checks and synchronisation with local rules. We are happy that this implementation has completed on time and the system can now be used with confidence across Asia."

Fidessa's trading platform was named Best Sell-side Order Management System at the prestigious 13th annual Waters Rankings awards in July last year.

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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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