

**For immediate release:**

## **Germany's BHF-BANK selects Fidessa**

Frankfurt/London, 6th September 2010 - Fidessa group plc (LSE:FDSA) provider of award-winning trading systems, market data and global connectivity for buy-side and sell-side firms, today announced that BHF-BANK (BHF) has selected its Software as a Service (SaaS) sell-side trading platform. BHF-BANK, one of Germany's foremost private banks, will be using Fidessa's fully managed solution to underpin its growing equity trading business.

Thomas Eckert, Head of Equities at BHF-BANK, explains: "We took the decision around a year ago to move into the equity trading space. Since then we've built up a strong team and we're carving out a niche as a specialist German broker. Our flows have increased significantly and it became clear that we needed a world-class trading system to underpin this success and provide a platform for future growth. Having assessed the market it quickly became clear that Fidessa could meet all our needs and provide a robust front end system that our customers could rely on."

BHF will be using Fidessa's SaaS deployment of its trading system, incorporating best of breed order and execution management and middle office capabilities. Fidessa's basket trading functionality will enable BHF-BANK to trade large mixed baskets while consolidating all trades and performance data in real time. BHF will also be using Fidessa's pairs trading system, enabling them to manage large numbers of client pair orders within the platform's integrated order workflow.

Carsten Stork, Head of Institutional Trading at BHF-BANK, adds: "We knew Fidessa's strong reputation in this space, and so naturally their name was on the list when we started considering possible solutions. Nevertheless, we went through a full due diligence process and, through that, quickly realised that Fidessa's integrated system was the right choice. We have been impressed with their focus and their ability to understand our requirements. With the system in place we look forward to further growth."

Mark Holden, New Business Sales Manager for Fidessa in the region, concludes: "We are delighted to be working with a company of BHF-BANK's vision and reach."

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Germany is a key region for Fidessa and we have been pleased to see the positive response to both our technology and our approach which has seen our established client base among the top tier banks in Germany expand steadily. It's a very exciting time for us in Europe at the moment with recent wins in France and the Nordic region complementing a growing presence in the emerging markets of Central and Eastern Europe."

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#### **About BHF-BANK**

BHF-BANK, private since 1854, is one of Germany's foremost private banks. As a modern private bank for entrepreneurs and their families, companies and institutional clients, it is dedicated to tailoring comprehensive solutions to the needs of a discerning clientele. BHF-BANK combines the classic values of a private bank with financial strength and broadly based, in-depth expertise. The bank gives its clients access to markets and investment opportunities worldwide.

The bank's head office is in Frankfurt am Main. Its branch network in Germany covers Baden-Baden, Berlin, Cologne, Düsseldorf, Hamburg, Hanover, Mainz, Munich, Münster, Nuremberg and Stuttgart. Outside Germany, BHF-BANK has offices in Abu Dhabi, Cairo, Geneva, Ho Chi Minh City, Luxembourg and Zurich.

#### **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 30% compound growth since its 1997 listing and now employs 1,500 people globally.

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