

# PRESS RELEASE



For immediate release:

## **Fidessa appoints Dan Smalley as Head of Enterprise Business Development in the US**

*Former Head of New Business Development in EMEA brings track record of success to the US*

New York, 28th April 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 Dan Smalley has been appointed to Head of Enterprise Business Development in the US. Mr. Smalley will be responsible for expanding Fidessa's presence in the US, Canada and Latin America, and will help drive the company's growth in the provision of market leading trading solutions within the regions.

Mr. Smalley has held a variety of senior management positions at Fidessa driving new business growth in EMEA and the extensive product expansion into derivatives. Prior to Fidessa he held positions at Calyon, GNI and Euronext.liffe.

Fidessa corporation CEO Mark Ames said, "Dan has been instrumental in blending derivatives into our core trading platforms and he has made incredible strides for Fidessa by bringing our strategic initiatives into emerging markets in Russia, the Middle East and the Nordics. I expect the same dedication and success in the Americas region."

Mr. Smalley commented, "I am energized by my move from London to New York and look forward to developing new opportunities for Fidessa in the Americas. In addition to promoting our fully integrated, multi-asset class global trading platforms I will focus on creating technology partnerships that will benefit our customers and build on my previous successes for our enterprise business."

Fidessa's serves 25,000 users across 850 clients around the world and are used by more than 85 per cent of tier-one financial institutions. Fidessa's network provides connectivity to 2,400 buy-sides and 530 brokers across 130 markets globally.

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#### **About Fidessa group**

**Fidessa** group is the leading supplier of multi-asset 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.

#### **PEDIGREE**

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.

#### **EXPERIENCED**

With over 28 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.

#### **SCALE**

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports 25,000 users across 850 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

#### **ESTABLISHED**

**Fidessa** group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of around £240m, has delivered 30% compound growth since its 1997 listing and now employs 1,500 people globally.

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