



For immediate release:

**Leading Korean investment bank Samsung Securities joins
the Fidessa network**

Hong Kong – 15 December 2009 – Fidessa group plc (LSE:FDSA), provider of the award-winning multi-asset trading, portfolio analysis, compliance, market data and global connectivity solutions for the buy-side and sell-side, today announced that Samsung Securities has joined its global connectivity network.

Samsung Securities Co., Ltd. established its investment banking platform in the domestic arena in 1998 and quickly became recognised as one of the leaders in the Korean market. It can now offer DMA and CARE execution on the Korean markets to the 2,300 buy-sides and 400 brokers worldwide across the Fidessa network.

Yeong Keun Joo, head of the international business group for Samsung Securities, said: "We're pleased to join this leading community through the Fidessa network and look forward to working with an organization that shares our commitment to providing clients around the globe with unparalleled value-added brokerage services and access to markets within the region. The flexibility of Fidessa's technology coupled with our local knowledge makes us a very compelling option for both existing and new clients."

Philip Barnes, head of sales in Asia for Fidessa, adds: "This partnership extends the benefits of CARE and DMA execution to the large community of investors keen to take advantage of the Korean market's potential. Asia is a major area of focus for Fidessa, and this news follows a number of announcements we have made regarding new clients and appointments in the region this year. Indeed, in September this year we announced that Samsung Securities in Hong Kong, which is an affiliate of the Korea-based group, had successfully gone live with our Asian Trading Platform, and we are very pleased to be partnering with them in their expansion strategy across Asia."

KY Cho, head of derivative sales and e-trading at Samsung Securities, says: "We are committed to being a leader in the Korean markets and are always looking to differentiate ourselves by offering new and innovative products and services."

There's no doubt that electronic trading has become the dominant force in the Asian market over the last few years, mirroring the trend seen in the US and Europe, and being a part of the Fidessa global community ensures that we are well-placed to capitalize on those developments as they shape the financial sector in years to come."

In the first half of 2009, Fidessa's global connectivity network has continued to increase its traffic by more than 20 per cent and now carries flow with a value of \$600 billion a month.

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About Samsung Securities Co. Ltd.

Samsung Securities is Korea's leading securities firm offering client-focused, solutions-oriented institutional brokerage, investment advisory, investment banking and capital markets services for public and private enterprises. We also offer retail brokerage and wealth management services for individual investors.

With a vision to lead financial services developments in the greater Asian region, **Samsung Securities** is all about our people: the industry's brightest and result driven traders, brokers, highly acknowledged research analysts, investment bankers and most experienced financial advisors.

In creating value we emphasize our organization's five key principles in everything we do: provide an **unrivalled devotion to serving our clients' best interests**; offer **customized products and services** backed by excellence in client service; earn our clients' trust by displaying **the highest ethical standards** and reinforcing **compliance procedures**; establish a **competitive cost position** through productivity and efficiency; and further **grow the Samsung brand** through credibility in performance.

<http://english.samsungfn.com>

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 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 over 24,000 users across 730 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 £200m, has delivered 30% compound growth since its 1997 listing and now employs 1,400 people globally.

www.fidessa.com

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