

## PRESS RELEASE



**for immediate release:**

### **Fidessa expands Latin American reach with leading Mexican broker Finamex**

New York, 9<sup>th</sup> September, 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 it has expanded its Latin American reach with the addition of Casa de Bolsa Finamex, S.A. Bursatil de C.V. (Finamex), a leading Mexican broker, to its FIX connectivity network.

“There is marked interest in the global marketplace from all types of investors for cutting edge high tech services, with enhanced algorithmic trading functionality and other exotic access strategies such as statistical arbitrage and multi-asset basket trading.” said Hector Casavantes Gonzalez, Director of Electronic Trading Services at Finamex. “By joining the Fidessa global connectivity network, we’re able to offer our market-leading tools and services to both the buy-side and sell-side via one of the largest trading networks in the industry.”

Established in 1974, Finamex initially focused on the local money market. The firm’s rapid growth in Mexico led it to become one of the first Mexican brokers to expand into international markets. The firm is now a leading provider of a full range of electronic and traditional brokerage services in equities and derivatives to more than 50,000 clients globally.

Martin Hakker, EVP Marketing at Fidessa, commented: “Our clients have increasingly looked to expand their trading business into the Latin American markets with the use of electronic order delivery and execution. Through strategic partnerships with receiving brokers like Finamex, Fidessa continues to build its global network, providing our clients on both the buy-side and sell-side with the broadest access to global markets and to the leading brokerage services available within those markets. The addition of Finamex to our network provides our clients

with access to a premiere suite of brokerage tools for the Mexican market as well as to the specialist regional expertise that Finamex offers.”

In the first half of 2009, Fidessa’s global connectivity network has continued to increase its traffic by over 20% and now carries flow with a value of \$600 billion a month. The addition of Finamex builds on Fidessa’s expansion into Latin America earlier this year when it added leading Brazilian investment bank Corretora De Valores.

There are now over 400 brokers available on the Fidessa network offering a mixture of both direct and algorithmic trading services to around, 2,300 buy-side firms across 120 markets globally.

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#### **About Finamex**

Casa de Bolsa Finamex (BMV: FINAMEX.O) was founded in 1974 as an independent Mexican broker and in 1992 registered as broker/dealer in the US. Finamex defines itself by innovative trading technology and the highest quality service to our clients, professional and institutional investors around the globe providing them with new investing and trading opportunities , including algorithmic trading, DMA and other advanced custom strategies that access all Mexican financial markets. For more information call 011-52 (55) 5209-2100 or email Hector Casavantes at [ets@finamex.com](mailto:ets@finamex.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.

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