



For immediate release:

**Fidessa Appoints Jean-Pierre Baron as
Managing Director, Asia-Pacific**

Hong Kong, 05 Aug 2009 – Fidessa group plc (LSE:FDSA), provider of the award winning trading, portfolio management, compliance and global connectivity solutions for the buy-side and sell-side, today announced the appointment of Jean-Pierre Baron as Managing Director for the Asia-Pacific (ex-Japan) region. Mr. Baron is based at Fidessa's Asia headquarters in Hong Kong and reports to Chris Aspinwall, Chief Executive of Fidessa group in London.

Mr. Baron will bring Fidessa extensive management and business development experience in Asia as well as the financial software sector, where he has a background of over 20 years working with central exchange systems and front office trading applications.

In this role, Mr. Baron will take overall responsibility for Fidessa within Asia-Pacific and expanding the company's client base and operations across the region.

Commenting on the appointment, Chris Aspinwall, CEO of Fidessa group, said, "Asia is an important and exciting growth region for Fidessa and we are extremely pleased to have JP joining the strong team that we already have in place. With his extensive experience of growing businesses in Asia and his insight into the trading marketplace that exists there, we believe that the combined team can drive our established Asian business forward and further develop Fidessa's footprint across the region. "

Prior to Fidessa, Mr. Baron worked for GL Trade where he was the founder of their Asian operations and spent 10 years growing its trading solutions business in the region. He started his career at Arthur Anderson before joining the Paris Stock Exchange. Mr. Baron holds a MBA degree from the University of Connecticut.

Fidessa's products serve around 24,000 users across over 730 clients around the world and are used by over 85% of tier one financial institutions. Fidessa's network provides connectivity to over 2,300 buy-sides and 400 brokers across 120 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 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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