

**For immediate release:**

**Fidessa adds BlueBox algorithmic engine  
to hosted Asian trading platform**

**Hong Kong, 02 June 2009** – Fidessa group plc (LSE:FDSA) the leading provider of trading systems, market data and global connectivity solutions for the buy-side and sell-side, today announced the addition of BlueBox, its fully-integrated algorithmic trading engine, to its hosted Asian trading platform for brokers. BlueBox provides easy access to pre-built, industry standard algorithmic strategies along with a toolkit for clients wanting to build and offer their own proprietary models.

Built on Fidessa's pedigree technology, and already live in several other regions of the world, BlueBox incorporates low-latency market data and global exchange connectivity, thus providing a proven, easy to deploy, cost-effective solution for brokers keen to enter the algorithmic trading space.

Incorporating BlueBox into the Fidessa hosted Asian trading platform will make this sophisticated solution available to mid-tier brokers across the region, allowing them to automate their own trading activities as well as to offer direct access to their algorithmic strategies to their buy-side clients.

David Jenkins, Business Solutions Manager at Fidessa in Asia, comments: "Fidessa BlueBox has redefined the algorithmic market by lowering the financial barriers and complexities of algorithmic solutions. With this Asian launch we have initially added new models for VWAP, TWAP, POV, Passive and Short-sell tailored for the local markets. These models are specifically designed to allow for dual-session trading days and non-trading periods, and incorporate model-generated volume curves which plot the unique characteristics of these markets."

BlueBox empowers traders with tools to track key performance indicators in real-time, and then step in to alter parameters on the fly, slow down or speed up trading, pause or stop the algorithm in response to changing market conditions and to mitigate risk. It also supports the use of pre-, post- and intra-trade analytics to evaluate performance.

"These new tools enable our clients to optimally execute their order flow with both passive and aggressive strategies" adds Jenkins. "Our Asia-Pacific clients are increasingly demanding advanced solutions for executing their trades, as well as requiring the flexibility to offer their own innovations directly to their clients. The Fidessa BlueBox offering addresses both these requirements."

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BlueBox is part of Fidessa's advanced trading suite which includes List Management, Wave Trading, Pairs Trading and Analytics, all of which are built on and integrated with Fidessa's award winning trading platform. Asia-Pacific is the fifth Fidessa region to launch the BlueBox solution, following on from the US, Europe, Japan and Canada, where it is already in use by over 60 clients.

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#### **About Fidessa group**

**Fidessa group** is a leading supplier of multi-asset trading, portfolio analysis, decision support, compliance, market data and global connectivity solutions for the buy-side and sell-side globally. Available as a simple workstation or as an integrated application suite, the **Fidessa** products and services are built on the clear vision of providing the richest functionality, coverage and distribution to all tiers of the financial markets community.

The **Fidessa** suite is used by 85% of tier-one, global equity brokers as well as niche regional players, providing powerful multi-asset trading, order management, compliance and middle-office capabilities, along with sophisticated algorithmic trading and smart order routing services.

The **Fidessa LatentZero** suite is used by the world's largest asset management firms through to smaller specialist boutique managers and hedge funds, providing comprehensive portfolio analysis, real-time P&L, what-if analysis, investment compliance, order and execution management, and post trade processing tools, across all asset classes.

**Fidessa's** global network carries over 180 million messages a month covering DMA, Care and Algorithmic orders, Indications of Interest and FIX Allocations between over 2,200 buy-sides and 360 brokers across 115 markets worldwide.

Headquartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris, Toronto, San Francisco and the Kingdom of Bahrain, **Fidessa** serves over 22,000 users across 630 clients globally. **Fidessa group** was founded in 1981, has revenues of £189.1m, employs 1,400 people and has been fully listed on the London Stock Exchange (FDSA) since 1997.

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