



**For immediate release:**

**Fidessa Appoints Asia Pacific Business Solutions Manager**  
***David Jenkins to help develop enterprise solutions to fit the***  
***needs of the fragmented Asian markets***

Hong Kong, 20 April 2009 – Fidessa group plc (LSE:FDSA), provider of award-winning trading, portfolio management, compliance and global connectivity solutions for the buy-side and sell-side, has appointed David Jenkins as Business Solutions Manager for Asia Pacific based in Hong Kong.

In this role, David will have responsibility for client business development, ownership of strategic business programs and responsibility for the incubation of new business ideas for Fidessa's sell-side enterprise customers in the Asia Pacific region.

David's focus will be to develop close relationships with Fidessa's partners and customers, and to create solutions that address both their existing and future needs. In addition, David will work to identify business strategies that will continue to drive Fidessa's presence in the region.

Before joining Fidessa, David was Principal Solutions Consultant at Apama in Hong Kong. He has over 14 years of enterprise solutions experience in the software and IT industry, including developing systems for several leading financial services and insurance organisations.

David has been based in Hong Kong for the past three years, having relocated from Melbourne, Australia, and has extensive experience in the Asia Pacific region. He also has a degree in Commerce from James Cook University in Australia.

"David's appointment continues the expansion of our operations in Asia, which are the direct result of growing client demand across the region," says Philip Slavin, Fidessa's Head of Sell-side Product Strategy in London. "As the awareness and

capabilities of electronic and algorithmic trading in Asia-Pacific continue to increase, David will look to assist our clients to leverage Fidessa's global expertise."

This appointment continues to build and strengthen Fidessa's presence in the key Asia-Pacific region, where it has been operating with a direct presence since 2000.

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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.

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.

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 listed on the London Stock Exchange (FDSA) since 1997.

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