

Press Release

Embargoed for 15<sup>th</sup> April 2015

## **Fidessa wins Trading Platform of the Year in 2015**

- **Superior financial performance**
- **Successful launch of its China Connect program**
- **Addition of its first Vietnamese broker, VN Direct**

**Hong Kong, April 15<sup>th</sup> 2015** – **Fidessa** has been named as winner for the **Trading Platform of the Year** award 2015 during The Asian Banker Financial Markets Awards Programme. The programme has been administered by The Asian Banker since 2001 initially as part of their prestigious annual Business Achievement Awards programme. The awards ceremony was held in conjunction with The Asian Banker Summit 2015, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the Hong Kong Convention and Exhibition Centre, Hong Kong on April 15<sup>th</sup> 2015.

### **Superior financial performance**

Their Asia Pacific business showed the strongest growth with a constant currency increase of 11%. Their multi-asset revenue has doubled and their derivatives programme was successful. There is also increased interest in service-based solutions from both the buy-side and the sell-side.

### **Successful launch of its China Connect Program**

Their Asia Pacific business also launched their China Connect Program, successfully trading large volumes of A-Shares on day one for clients including China International Capital Corporation Hong Kong Securities Limited, CIMB Securities, and Standard Chartered Securities (Hong Kong) etc. This project was delivered over an extremely tight timeline of six months and included specialist algorithms to help clients successfully trade the Chinese A-Share market.

### **Addition of its first Vietnamese broker, VN Direct**

Fidessa has also added its first Vietnamese broker, VN Direct, to its connectivity network. Members of Fidessa's global trading and investment community can now access the Vietnamese market directly, or with the support of VN Direct's specialist execution capabilities. The move represents an important milestone in electronic trading in Vietnam, enabling automated, real-time execution of Vietnamese orders via a standardised FIX protocol and stripping out the inefficiencies associated with manual trading processes.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers

## About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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