



## Can Buy Side Traders Really Have the World at Their Fingertips?

TradingScreen Enables Institutional Investors to Trade Financial Products Around the Clock, With Any Counterparty, On Any Market!

### Why TradingScreen for Buy Side Institutions?

• **Superior Services with One-Stop Convenience** – TradingScreen supports the full trade order management life cycle across asset classes through myriad services, including:

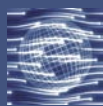
- Indication of Interests (IOIs)
- Staging
- Algorithmic Trading
- Order Routing
- Execution Management
- Allocations
- Real-Time Market Data
- Real-Time Reporting
- Pre-Trade Analytics
- Multi-Broker/Multi-Bank Connectivity
- Prime Brokerage Integration
- Transaction Cost Analysis

• **Simplified Trading Experience** – By eliminating the need to familiarize traders with the ergonomics of multiple trading systems, TradingScreen enables buy side traders to be more efficient and reduce overall trading errors and costs.

• **Full Trade Flow Spectrum Support** – All trade flows are supported within TradingScreen – Indication of Interest, Direct Market Access, Discretionary Order Routing, Algorithmic Trading, Request for Quote, Notice of Execution, Trade Entry and Allocations. This allows users to make trade flows electronic that were never traditionally considered electronic.

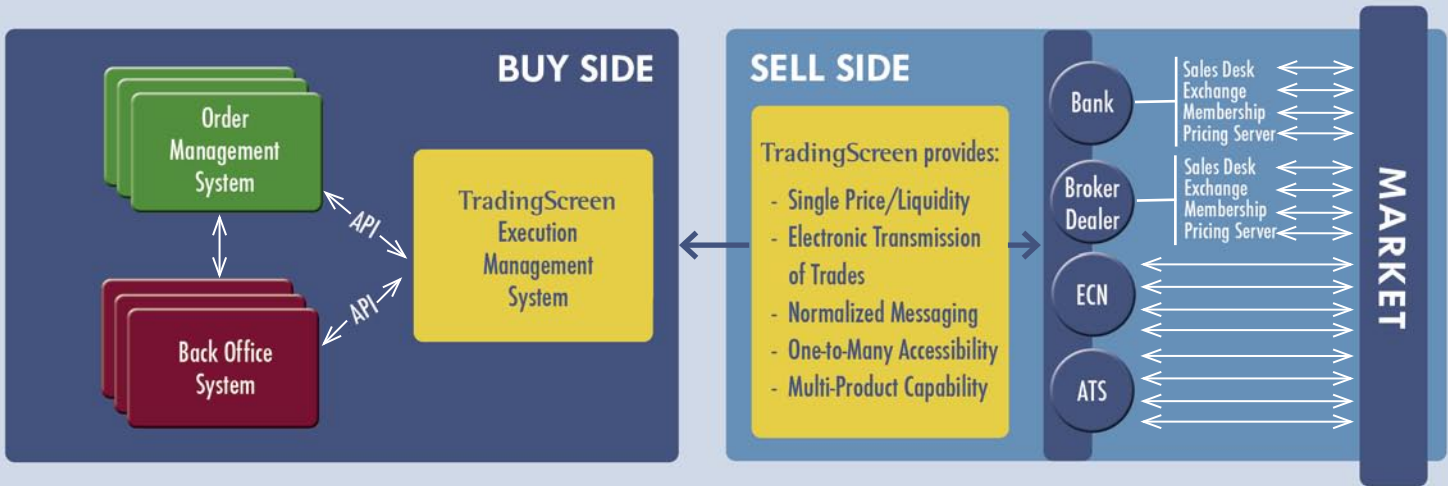
• **Broad Connectivity to Sell Side Firms** – On a single platform, TradingScreen allows buy side traders to reach multiple dealers, including all of the leading investment banks, top regional execution brokers, alternative trading systems and U.S. market specialists. Our goal is to facilitate the full spectrum of electronic order routing, improve execution management and clearing, and offer the largest network of destinations across asset classes and geography.

• **Increased Cost Efficiency** – As a fully-hosted service offering (ASP Model), TradingScreen allows for rapid deployment with minimal infrastructure costs.



**TradingScreen**  
SIMPLIFYING GLOBAL MARKETS

[www.tradingscreen.com](http://www.tradingscreen.com)



• **Tailor-Made Solutions** – TradingScreen offers a broad range of execution management tools to best suit the buy side investor's specific trading style and strategy. These tools include:

- TradeSmart™ - a highly flexible Java-based graphical user interface
- TradeExcel™ - an Excel-based automated trading front end
- TradeFIX™ - a value-added one-to-many FIX connectivity gateway
- TradeAPI™ - a high-frequency trading COM-based application program interface (API) and
- TradeLink™ - an automated flat-file polling mechanism.

Buy side institutions can access trading counterparties and the global markets to trade multiple products through any one of these TradingScreen products.

• **Real Straight-Through-Processing** – TradingScreen's open-architecture design enables immediate connectivity to any order management system, risk system and/or back office system through FIX, proprietary APIs or real-time flat file (CSV) transfer.

## Why TradingScreen?

• **Unique Solutions** – TradingScreen provides its users with the trading tools required to create value through improved execution functionality and a broad network of destinations — spanning global equities, options, futures, foreign exchange and fixed income — all delivered in a cost-effective, easily deployable package.

• **Experienced Staff** – TradingScreen continues to invest significant capital in support, infrastructure and production personnel in order to deliver the highest level of service to our clients. These investments have yielded a superior track record for TradingScreen in system uptime, infrastructure resiliency and fast problem resolution.

• **Market Leadership** – TradingScreen is the leading provider of multi-asset class, multi-broker, multi-service electronic trading solutions to buy side and sell side firms. Innovative concepts and proven products to help manage the:

- shift from manual to electronic handling of securities transactions
- increasing importance of algorithmic trading
- greater need for pre- and post-trade analytics
- constant search for best execution in today's fragmented markets and
- need for real Straight-Through-Processing...

*...all this places TradingScreen in the forefront of the new capital markets structure.*