



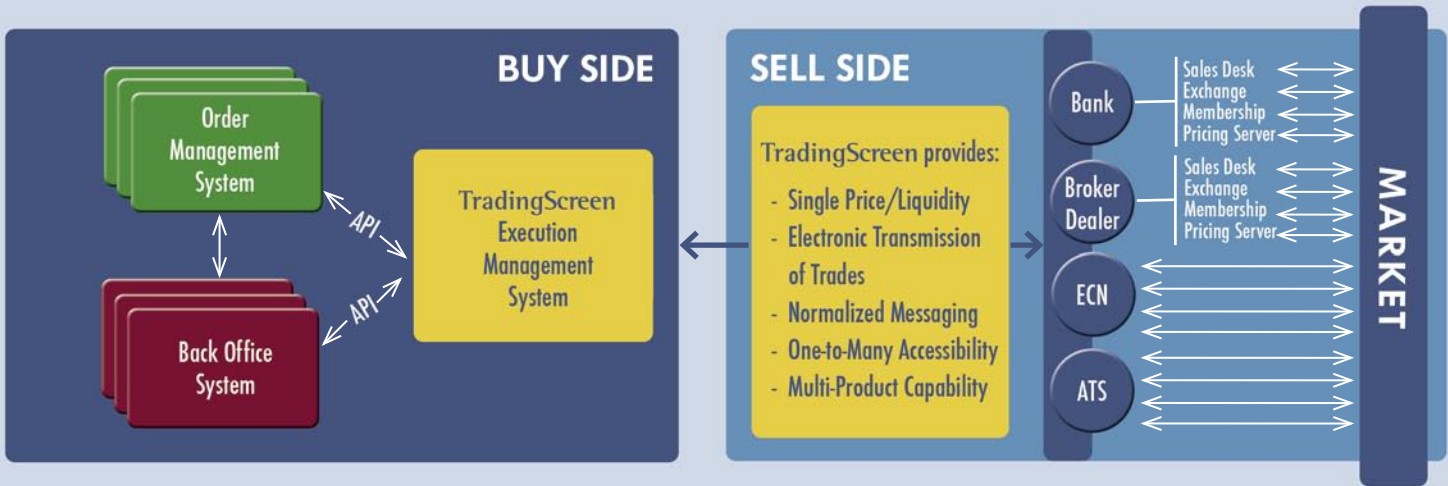
## Can Sell Side Firms Really Achieve Greater Distribution While Reducing Costs?

TradingScreen Offers Prime Brokers and Investment Banks Cost Effective Solutions to Extend Their Product Reach!

### Why TradingScreen for Sell Side Firms?

- **Greater Client Coverage at Reduced Costs** – With TradingScreen, a single connection is required to enable sell side firms to rapidly deploy their execution capabilities to the buy side, access different client segments and extend their reach of listed and over-the-counter product offerings. This gives sell side firms the opportunity to reduce marketing and distribution costs while providing a superior trading tool to their clients.
- **Increased IT Cost Efficiency** – Through TradingScreen, sell side firms obtain a robust platform for their clients to access multiple product classes and services, while reducing their own IT and support costs. As a fully hosted service offering (ASP Model), TradingScreen allows for rapid deployment with minimal infrastructure costs.
- **Superior Services with One-Stop Convenience** – TradingScreen supports the full trade order management life cycle across asset classes through myriad services, including:
  - Dealer Screen
  - Indication of Interests (IOIs)
  - Staging
  - Algorithmic Trading
  - Order Routing
  - Execution Management
  - Allocations
  - Facility-Managed Exchange Links
  - 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 sell 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.

- **Real Straight-Through-Processing** – TradingScreen supports integration with prime brokerage, custody and clearing systems. Its open-architecture design enables immediate connectivity to any order management system, risk system and/or back office system through FIX, proprietary application program interfaces (APIs) or real-time flat-file (CSV) transfer.

- **Tailor-Made Solutions** – With simplicity of implementation and deployment, low cost of ownership, high return on investment and world-class support, TradingScreen offers superior customized solutions to sell side firms.

## 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.