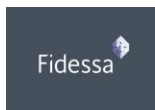


Tuesday, 17 March 2009 - Old Billingsgate, London



DATE: Tuesday, 17 March 2009
VENUE: Old Billingsgate, London
FORMAT: One Day Conference with Exhibition
EVENT MANAGER: Kelly Creely
EVENT WEBSITE: www.fixprotocol.org/emeaconference2009

2009 Conference Sponsors:



2009 conference facts

- Delegate numbers exceeded expectations - 501 senior representatives from the trading industry attended this event
- The event featured strong business and technical streams, prepared by industry professionals
- More than 50 speakers participated in the many interactive presentations, panel sessions and workshops that took place throughout the day
- 80% of delegates rated the conference sessions as either 'very good' or 'excellent'
- Media event coverage was generated within 9 key trade publications
- Representatives from the buy-side, sell-side, vendor and exchanges/ECN community were in attendance

2009 keynote speakers

- Anthony Hilton, Financial Editor, Evening Standard
- Benjamin Gunnee, Director for Mercer Sentinel Europe, Mercer Limited



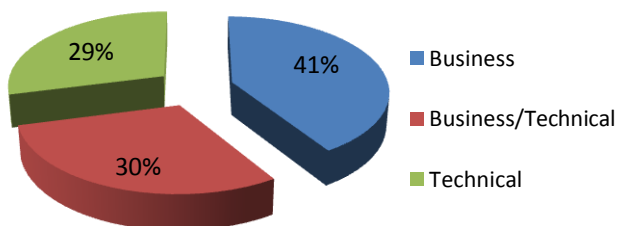
Anthony Hilton, Evening Standard

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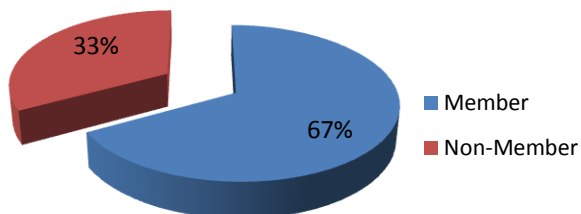
Registration and Attendance

Target Registration:	400
Total Registration:	577
Total Attended:	501
Show Up Rate:	87%

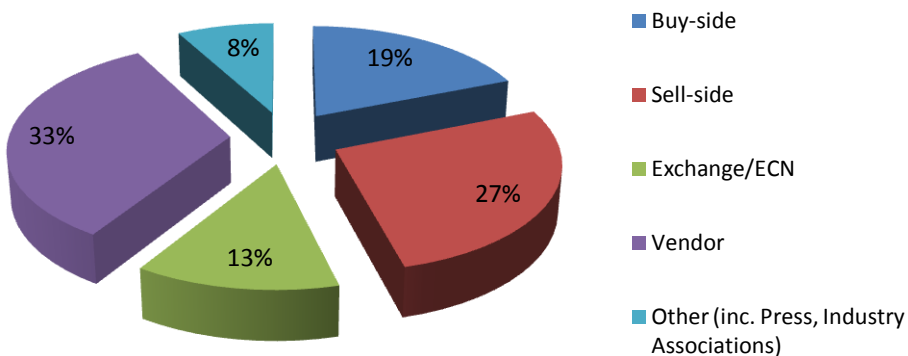
Attendance Breakdown by Job Focus



Attendance Breakdown by FPL Membership



Attendee Breakdown by Firm Type



Tuesday, 17 March 2009 - Old Billingsgate, London

2009 Conference Comments:

"A strong agenda delivered by a high calibre of speakers."

Chris Sims, Head of Investment Operations, Gartmore Investment Management

"This conference is hugely important in the EMEA region and is a must attend event for those in the industry."

Daemon Bear, Co-Chair FPL EMEA Regional Committee, MD, Head of BlockCross, ICAP Securities Ltd

"This conference was very successful in attracting an impressive calibre and number of delegates for its inaugural European event. The agenda was focused on key issues and cost of attendance was competitively priced. Presentations throughout the day were topical and informative and we had the opportunity to meet with a wide range of industry practitioners in an ideal setting. We'll be back next year without doubt!"

Denise Farrell, VP Marketing, NYFIX

"The premier FPL event was superb - it boasted a great mix of delegates, exhibitors and a highly topical agenda. The post-event cocktail reception was the perfect forum for informal networking. I would highly recommend it to any sponsor or delegate as a 'must attend' event for 2010"

Anita Karppi, Managing Director, K&K Global Consulting Ltd

"As sponsors of the cocktail reception, we were very pleased with the event. It was very well attended and we were glad that so many people stayed on to network after the main conference had finished. Excellent venue."

Judi Blackmur, Global Team Leader – Financial Services, Enterprise Ireland

"The agenda included both business and technical streams, accommodating all delegates. A very useful event for industry participants."

Kevin Houstoun, Co-Chair FPL Global Technical Committee, Chairman, Rapid Addition

"We were very satisfied with the event attendance, given the current market conditions. The content of the conference was very relevant."

Aitor Uria Saporiti, Head of Marketing & Communications, TradingScreen

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Media Partners

Total number of media partners: 9

1. The Trade
2. Buy-Side Technology
3. Best Execution
4. Automated Trader
5. A-Team Insight Quarterly
6. FIXGlobal
7. Banking Technology
8. Dealing With Technology
9. Electronic Trading

Pre-Event Media Coverage

In summary, the following coverage was achieved pre-event:

- 9 in-print advertisements
- 7 on-line advertisements on publication websites
- 2 email communications to publication subscribers
- 1 editorial contribution

Post-Event Media Coverage

Below is a list of the news articles generated following the conference.

AUTOMATED TRADER

www.automatedtrader.net/announcements-9279.xhtm

“With over 500 senior level delegates in attendance, the event bucked the recent trend of poorly attended conferences, and provided attendees with the opportunity to discuss conference topics with their peers from other firms during the networking breaks.”

www.automatedtrader.net/announcements-9364.xhtm

John Howard talks to Kevin Houstoun and Toby Corballis of Rapid Addition at FPL’s EMEA Trading Conference in London.

Tuesday, 17 March 2009 - Old Billingsgate, London**THE TRADE**

www.thetradenews.com/asset-classes/equities/2929

“Participants in a panel discussion on the European exchange environment at yesterday’s FIX Protocol EMEA Trading Conference in London, which included representatives from MTFs Turquoise, Chi-X, NYFIX Euro Millennium, Baikal and Nasdaq OMX Europe, hit out at certain aspects of the pre-trade transparency waivers.”

www.thetradenews.com/node/2944

Coverage of Stuart Adams’ appointment to FPL EMEA Regional Director, following an interview which took place at the conference.

DEALING WITH TECHNOLOGY (DWT)

www.dealingwithtechnology.com/public/showPage.html?validate=0&page=dwt_login&url=%2Fpublic%2FshowPage.html%3Fpage%3D847860

“Latency has a "big impact" on smart order routing, according to Hirander Misra, COO of Chi-X Europe, who spoke during a recent panel discussion on latency at the FIX Protocol Ltd. (FPL) EMEA Trading Conference.”

BANKING TECHNOLOGY

<http://blogs.bankingtech.com/blog/2009/03/24/fix-protocol-conference-in-london-draws-500/>

“If there was a pervasive theme at the conference it was that the buy-side has to become more active in the business, from helping to shape regulation to making decisions about technology.”

TECHNOLOGY AND FINANCE

www.techandfinance.com/index.php?/site/2009/03/P5/

“We should have greater participation in the market framework,” said the head of equity trading for a leading asset manager.”

Tuesday, 17 March 2009 - Old Billingsgate, London

Speakers in 2009 included:

Rolf Andersson, Co-Chair FPL Market Data Optimisation Working Group, CEO, **Pantor Engineering AB**

George Andreadis, Head of AES Liquidity Strategy, Europe, **Credit Suisse**

Scott Atwell, FPL Global Steering Committee Co-Chair, Manager of FIX Trading and Connectivity, **American Century Investments**

Richard Balarkas, President and CEO, **Instinet**

Danielle Ballardie, Head of Strategic Product Development, **London Stock Exchange**

Daemon Bear, FPL EMEA Regional Committee Co-Chair, MD, Head of BlockCross, **ICAP Securities Ltd**

Niki Beattie, CEO, **The Market Structure Practice**

Philip Beevers, Chief Architect, **Fidessa**

Robert Boardman, Head of Algorithmic Sales for ITG in Europe, **ITG Europe**

Andrew Bowley, Head of Execution Services, **Nomura International**

Simon Bruckles, Chief Executive Officer, **PLUS Markets Group plc**

Matteo Cassina, President of Citadel Execution Services Europe, **Citadel Group**

Nigel Coleman, Head of Equity Trading, **Credit Suisse**

Charlotte Crosswell, President, **NASDAQ OMX Europe**

Alan Dean, Global Head of Cross Asset FIX

Connectivity, Global Banking & Markets, **HSBC Bank plc**

Wolfgang Eholzer, Head of Trading System Design, **Eurex**

Artur Fischer, Joint CEO, **Equiduct Trading**

Todd Golub, COO, **NASDAQ OMX Europe**

Kevin Houstoun, Co-Chair FPL Global Technical Committee, Consultant, **HSBC Bank plc**

James Hunt, Senior Developer, **Rapid Addition**

Carl James, Global Head of Dealing, **Fortis Investments**

Luke Jeffs, Technology Editor, **Financial News**

Paul Kelly, Director, **NYFIX International**

Scott Kennedy, Global Business Manager, Direct Feeds, **Thomson Reuters**

Hanno Klein, Co-Chair FPL Exchanges and Markets Committee, Senior Project Manager, **Deutsche Boerse Group**

Eli Lederman, Chief Executive, **Turquoise**

John Lee, Publisher, **The Trade**

Hirander Misra, Chief Operating Officer, **Chi-X Europe**

Ted Myerson, President, **FTEN, Inc.**

Jim Northey, Co-Chair FPL Americas Regional Committee, Co-Founder, **The LaSalle Technology Group**

Ryan Pierce, Technical Director, **FIX Protocol Limited**

John Prewett, Co-Chair FPL Implementation and Optimisation Working Group, Vice President, Citi, **Lava Trading**

Mark Reece, Trading Systems Architect, **London Stock Exchange**

Guy Sears, Director, Wholesale, **Investment Management Association (IMA)**

Richard Semark, Managing Director - European Equities, **UBS Investment Bank**

John Serocold, Director, **London Investment Banking Association (LIBA)**

Matt Simpson, Co-Chair FPL Global Technical Committee, Associate Director, Enterprise Architecture, **CME Group**

Chris Sims, Head of Investment Operations, **Gartmore Investment Management**

Lisa Taikitsadaporn, Managing Partner, **Brook Path Partners, Inc.**

Kee-Meng Tan, Managing Director, Head of the Electronic Trading Group (ETG) in Europe, **Knight Equity Markets International Ltd.**

Natan Tiefenbrun, Commercial Director, **Baikal**

Kristian West, Head of Equity Trading for London, **JP Morgan Asset Management**

John Whitmore, Senior Policy Advisor, Markets Division, **The Financial Services Authority (FSA)**

Tim Wildenberg, Head of Direct Execution, Europe, **UBS Investment Bank**

Steven Wood, Global Head of Trading, **Schroder Investment Management**

Jonathan Wykes, Director, Head of Sales for AES FX in Europe, **Credit Suisse**

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FPL EMEA Trading Conference 2010

In response to industry demand this event will be back again in 2010!

Building upon the success of 2009, next year's event will deliver:

- A focused agenda created by the industry to truly address market needs, providing impartial, high quality content
- Significant networking opportunities throughout the day and into the evening
- Separate business and technical streams that generate intelligent debate

Plus so much more, whilst continuing to offer delegate passes and sponsorship opportunities at easily affordable prices.

This event is created by the industry, for the industry. All agenda topics and speakers are selected by the FPL EMEA Regional Committee which benefits from the participation of senior industry professionals from some of the city's leading firms, including representatives from buy-side, sell-side, exchange/ECN and vendor firms. Likewise all sponsorship and exhibitor packages are collated based upon feedback from this group to ensure they effectively meet the needs of the industry.

Save March 23rd, 2010 - This will be an event not to be missed!

Would you like to find out more?

We look forward to your participation in the 2010 EMEA Trading Conference and welcome any questions you may have about the event. If you would like to find out more about this event, please contact Kelly Creely, Event Manager by email at kelly.creely@fixprotocol.org or telephone +44 (0)207 936 9651.