

A S H E N D E N  F I N A N C E

A S W I S S L E A D E R I N I N T E R M E D I A T I O N

OUTSOURCE YOUR EXECUTION DESK


YOUR ADVANTAGES IN OUTSOURCING

IT ALLOWS YOU TO

- > REMAIN CONSTANTLY IN CONTACT WITH A DEDICATED AND PROFESSIONAL TEAM
- > ENSURE THE BEST EXECUTION
- > LOWER TRANSACTION RISKS
- > REDUCE COSTS – CONVERT FIXED COSTS INTO VARIABLE COSTS

REMAIN CONSTANTLY
IN CONTACT WITH A
DEDICATED AND
PROFESSIONAL TEAM

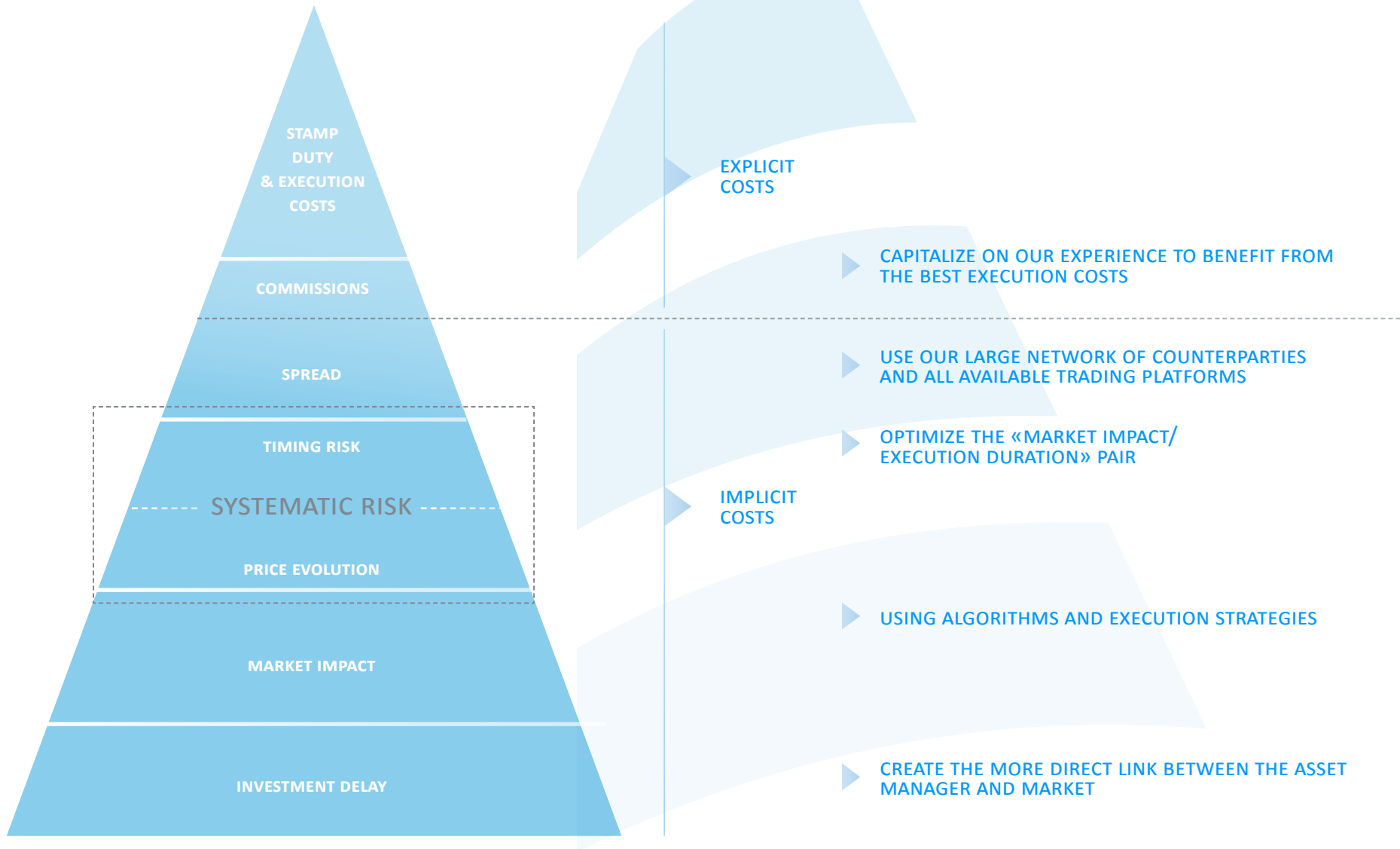
- > ASHENDEN FINANCE IS A SWISS LEADER IN INTERMEDIATION FOUNDED IN 1988
- > WITH DEDICATED TEAMS FOR EQUITIES, BONDS, STRUCTURED PRODUCTS, FUTURES AND OPTIONS
- > SPECIALIZED RESEARCH TEAM WITH RECOGNIZED ANALYSIS CAPABILITIES
- > FACILITATING ACCESS TO PRIMARY MARKETS

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- > BETTER LIQUIDITY DEALING WITH OVER 70 COUNTERPARTIES
 - > NO PROPRIETARY BOOK, ASHENDEN FINANCE'S SOLE AIM IS TO EXECUTE YOUR ORDERS IN YOUR BEST INTEREST AND AT THE MOST FAVOURABLE CONDITIONS
 - > RESPECT OF MIFID'S BEST EXECUTION RULES
 - > OUR TRADERS ARE AVAILABLE DAILY 08:00-22:00 GUARANTEEING MARKET ACCESS ON ANY BUSINESS DAY
 - > TOWARDS A GLOBAL ENHANCEMENT OF YOUR PERFORMANCE

ENSURE THE BEST
EXECUTION

COSTS ASSOCIATED TO EXECUTION...

... AND OUR ADDED VALUE TO LOWER THEM



LOWER TRANSACTION RISKS

- > RATIONALIZATION ALLOWS THE SHORTENING OF THE EXECUTION CHAIN
- > RELIABLE INFRASTRUCTURE AND INTERNAL PROCEDURES AVAILABLE TO BETTER MANAGE YOUR RISKS
- > MONITORING OF PROCESS FROM RECEPTION OF ORDER THROUGH CONFIRMATION OF EXECUTION

R E D U C E C O S T S –
C O N V E R T Y O U R F I X E D
C O S T S I N T O V A R I A B L E
C O S T S

- > ATTRACTIVE CONDITIONS ARE MADE POSSIBLE THANKS TO LARGE VOLUMES EXECUTED
- > CONVERSION OF FIXED COSTS INTO VARIABLE COSTS
- > REALLOCATION OF YOUR RESOURCES TOWARDS HIGHER ADDED VALUE SERVICES

OTHER ADVANTAGES IN OUTSOURCING

- > ALLOWS TO FOCUS ON YOUR CORE ACTIVITIES
- > INCLUDES MONITORING OF COSTS AND SSI
- > OTHER BACK OFFICE TASKS CAN BE EASILY OUTSOURCED
- > IN A PRIME BROKER MODEL, YOU CAN MAINTAIN YOUR RELATIONSHIPS WITH YOUR PREFERRED COUNTERPARTIES AND BROKERS

NEXT STEPS

- > PROGRESSIVELY PULL OUT FROM TRANSACTIONAL ACTIVITIES VIA THE EXTENSION OF PARTNERSHIP TO INCLUDE OTHER PRODUCTS/ASSET CLASSES SUCH AS FOREX, STRUCTURED PRODUCTS
- > SET UP OF A SEAMLESS INTEGRATED PLATFORM ALLOWING DIRECT ACCESS TO THE BROKER-PARTNER AS WELL AS TO MARKETS. PLATFORM CAN INCLUDE BACK, MIDDLE AND FRONT-OFFICE INTERFACES
- > OUTSOURCING OF OTHER NON-ESSENTIAL SUPPORT ACTIVITIES (BACK OFFICE, DATA MANAGEMENT, RESEARCH, ANALYSIS, REPORTING DOCUMENTS,...)

IN A NUTSHELL,
ASHENDEN
FINANCE

IS ALSO...

ASHENDEN  FINANCE

- > 25 YEARS OF MARKET EXPERIENCE
- > AN INDEPENDENT COMPANY
- > OFFICES IN GENEVA, LONDON AND LUGANO
- > REGULATED BY SWITZERLAND'S OAR-G AND UK'S FCA

YOUR MAIN CONTACTS

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