



Trade Ideas Limited Synopsis of Recent Press Coverage 18th April 2008

“Trade Ideas Program Catches On In U.S.” *Wall Street Letter*, March 24, 2008

The article reports that the Trade Ideas Monitor (TIM), developed by youDevise, is attracting more users in the U.S. after catching on quickly in Europe; for example, Wachovia Securities, one of the largest diversified financial services companies. Simon Tizard, executive director of Trade Ideas Limited, which provides the industry with a standard hub for the secure distribution of trade ideas between the sell and buy sides, noted that trade ideas “...force analysts to take a position. They have to go ‘long’ or ‘short;’ they can’t just say ‘hold.’” Buy side firms that receive trade ideas from the TIM say it helps them put sell side research into action. These firms typically allocate 25% or more of their commissions to the brokerage firms that develop ideas for them.

“Sharing Trade Ideas” *Wall Street & Technology* – March 3, 2008

The article reports that Trade Ideas Limited (TIL) membership and the number of trade ideas entered into the system have “skyrocketed” and are gaining traction in the U.S. market. At year-end 2007, TIL membership included 265 brokerages, hedge funds and traditional long-only investment managers in U.S., U.K. and Asia, up from 141 in 2006. According to the story, in addition to new members, December 2007 saw 6,364 new trade ideas enter youDevise’s Trade Idea Monitor (TIM) system, a year over year increase of 272% since December 2006.



“Alpha-Capture Systems on the Upswing ~Trade Ideas platform makes gains as competitors enter market” *Securities Industry News* – January 14, 2008

The article reports on how trade ideas are increasingly gaining ground by both the sell and buy-side. These include the top ten global investment banks and many of the largest proprietary trading desks, hedge funds and traditional asset managers across the globe. "Our purpose has been to create a base technology platform that would encourage the industry to adopt one central hub for the exchange of trade ideas and to try to operate as a utility that tries to get as many people as possible involved in the service," said Trade Ideas executive director Simon Tizard. Mr. Tizard also noted that, "In the months ahead, we expect to widen the instrument coverage of the ideas we handle...[as] we continue to see an upward trend in the number of ideas that are submitted and are quite ambitious as to where we can take this service and further expand."

“Shops to Dive Deeper Into Dark Pools in '08” *Ignites* – December 18, 2007

The article, reporting on how mutual funds in 2008 are expected to increasingly rely on technology service providers for everything from trade ideas to execution in the hunt for alpha, observes that. Trade Ideas Limited was established as an electronic clearinghouse through which brokers can deliver trade ideas, derived from more than 245 sources, to portfolio managers. The system, *Ignites* notes, also allows brokers to plot their suggested trades against a manager's existing portfolio, or any other benchmark, to help demonstrate its alpha-generating capability. "While the service started with mainly hedge fund clients, more and more mutual fund managers have plugged in," it quotes Colin Berthoud, sales and marketing director for youDevise, the company that developed and operates the electronic hub. "The hope for brokers, who pay a service fee to the hub, is that the fund manager will like their suggestions and use them to place a trade," says Simon Tizard, executive director of Trade Ideas Limited, *Ignites* reports.



“Dresdner Kleinwort Integrates Trade Ideas” *Dealing with Technology* – December 10, 2007

The article reports on how Dresdner Kleinwort, one of the largest brokerage firms in the world, uses the Trade Idea Monitor (TIM) from youDevise Limited, to develop and distribute trade ideas as a premium service for its institutional clients. Recently, Dresdner integrated the TIM into its research portal “so we can post ideas that are more integrated with our other content,” said Colin Jowers, an operations director at Dresdner. “There are lots of interesting ways to blend content to get a 360-degree view on an instrument.” Integrating the TIM was handled completely internally by Dresdner’s staff. Mr. Jowers noted that while the trade idea platform was born in London, “it’s also picking up in North America and Asia.”

“Research: Trade Ideas catch on” *Euromoney* – December 1, 2007

The magazine reports on how trade ideas are becoming an increasingly important element of the brokerage service that buy-side clients are willing to pay for them. "One of the things we see is that some buy-side firms are putting real money behind trade ideas in terms of where their commissions go," Simon Tizard, executive director of Trade Ideas Limited, is quoted saying. "Typically a hedge fund or asset manager using our system allocates as much as 25% of its commissions to trade ideas, while for some the figure is 100%, which suggests that they don't value any other service from brokers." Buy-side institutions are also discovering the usefulness of youDevise's Trade Idea Monitor in monitoring and quantifying the performance of their brokers' ideas can just as easily be used to assess the performance of their own teams, Euromoney observes.
