

BLOOMBERG TRADEBOOK®

One Platform: Bringing Trading Strategies and Research Analytics Together

BLOOMBERG TRADEBOOK® is a leading global agency broker used by institutional traders, broker-dealers, hedge fund managers, market-makers and portfolio managers worldwide. Tradebook provides a comprehensive front-to-back execution, clearing and settlement solution for **equities**, **futures**, **options** and **FX** instruments.

Founded in 1996, Tradebook is a leading electronic consolidator of global liquidity, offering its global customer base with trading solutions in over 60 global markets via eight offices on five continents. Many leading buy-side institutions and broker-dealers have come to rely on Tradebook's commitment to customer service and unique blend of innovative trading algorithms and algorithmic trading strategies to help them seek best execution on one integrated platform.

GLOBAL TRADEBOOKSM

- **Global Agency Brokerage Services** – Direct connectivity to over **60** electronic markets in over **30** countries. (See back for detail)
- **Global Liquidity Hub** – The BLOOMBERG PROFESSIONAL® service and BLOOMBERG TRADEBOOK® combine to offer a complete solution across all asset classes including analytics, connectivity and information access. This combination offers everything from pre-trade analytics, data and news to indications of interest, order-routing and integration to order management systems for straight-through processing.
- **Transactions Cost Analysis** – Better tools to understand and analyze your cost savings. Tradebook has been consistently ranked in the top 5 for best execution for NYSE-Listed and NASDAQ-Listed stocks by 3rd party TCA providers such as Abel/Noser, Elkins McSherry and Plexus.

Advanced Trading Technologies

- **Innovative Trading Tools** – Enabling you to devise passive or aggressive execution strategies using Reserve, Bang, Peg, Discretion, Trigger and Fire. Execution Management System* (**EMSX <Go>**) to help enhance trading performance, and to help seek best execution.
- **Anonymity** – Maintain complete control of your orders while remaining anonymous in the marketplace.
- **Liquidity** – Empowering you to seek best execution by tapping consolidated liquidity across the marketplace.
- **Sophisticated Algorithms** – Technologies focused on limiting market impact. Large orders can be transformed into series of smaller orders that quietly interact with liquidity in the marketplace.
- Advanced List and Basket-trading capabilities.
- Connectivity to 3rd party Order Management Systems with full support for advanced trading tools and technologies.

Commitment to Service





















- **Trading Support Desk** – Tradebook offers you an around-the-clock trading support desk for equities, futures, options and FX. Bloomberg also offers 24/7 customer support on the BLOOMBERG PROFESSIONAL® service.
- **Consultative Sales Force** – System training, service and support from a consultative sales force that can help guide you through the electronic trading world.






















Consultative Services

- **Trading Research and Strategy Group** – Focuses on helping you better understand the markets in which you trade and leveraging the sophisticated tools available on the Tradebook system to trade more effectively in the global electronic marketplace.
- **Obtain Your Research** – Accommodate the BLOOMBERG PROFESSIONAL® service with the BLOOMBERG TRADEBOOK® Accommodation PolicySM and pay for third-party research services from over 650 brokers with Tradebook's Commission Sharing Arrangements (CSA/CCA).

*Bloomberg EMS is a product of Bloomberg Finance L.P.

BLOOMBERG TRADEBOOK® Global Market Coverage

		Equity	Algorithms	Options	Futures	FX
Americas						
	Brazil	●	●		●	
	Canada	●	●		●	●
	Mexico	●	●			●
	U.S.	●	●	●	●	●
Asia						
	Australia	●	●	●	●	●
	Hong Kong	●	●	●	●	●
	India	●	●		●	
	Japan	●	●	●	●	●
	Malaysia	●	●			
	New Zealand	●	●			●
	Singapore	●	●		●	●
	South Korea	●	●	●	●	
	Taiwan	●	●			
Global MTF/ATS						
	Alpha ATS	●	●			
	Chi-X Canada	●	●			
	Pure	●	●			
	BATS Europe	●	●			
	Chi-X Europe	●	●			
	NASDAQ OMX	●	●			
	Turquoise	●	●			

		Equity	Algorithms	Options	Futures	FX
Europe & Africa						
	Austria	●	●			●
	Belgium	●	●	●	●	●
	Cyprus	●	●			●
	Czech Republic	●	●			●
	Denmark	●	●	●	●	●
	Estonia	●	●			●
	Finland	●	●			●
	France	●	●	●	●	●
	Germany	●	●	●	●	●
	Greece	●	●			●
	Hungary	●	●			●
	Iceland				●	●
	Ireland	●	●			●
	Italy	●	●	●	●	●
	Latvia	●	●			●
	Netherlands	●	●	●	●	●
	Norway	●	●		●	●
	Poland	●	●			●
	Portugal	●	●			●
	Russia	●	●			
	South Africa	●	●			●
	Spain	●	●			●
	Sweden	●	●		●	●
	Switzerland	●	●			●
	SWX Europe	●	●			
	Turkey	●	●			●
	U.K.	●	●	●	●	●

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