

TraderServe – Real world expertise

TraderServe is a software vendor and consultancy firm focused on real-time trading applications for brokers, traders and fund managers.

Our principals are industry leaders in design, development and execution of high-frequency trading architectures and strategies, and have been pioneering real-time algorithmic trading environments since the 1980s.

Our products and services are built on the unique multi-asset Algorithmic Trading Platform (TraderServe ATP), which is specifically designed to meet the real challenges of algorithmic trading in electronic financial markets, providing flexibility and transparency with minimal impact to a client's existing systems.

TraderServe delivers a world-class Trading Platform

The TraderServe Algorithmic Trading Platform (ATP) is a high-performance low-latency real-time process control architecture for algorithmic trading of multiple asset classes. ATP allows business users to rapidly create and effectively deploy powerful trading strategies which can be executed directly or made available to others as web-based strategy templates.

ATP is an enterprise architecture which can be interfaced to existing client systems and which also provides the internal risk management, security, audit and reporting capabilities needed in today's regulatory environment.

The distributed design allows very high-performance strategies, managing virtually unlimited numbers of order slices across multiple asset classes in multiple venues. Each element of an algorithmic trading strategy can be analysed separately and in combination over market and trading history: this has allowed TraderServe to develop ground-breaking transaction cost analysis techniques.

Seamless automated order state management makes it possible to build and evolve the large-scale real-world real-time strategies you need to gain and keep the edge over your competition.

ATP architecture is designed to allow remote monitoring and failover locally and between sites.

Meeting Real Challenges

- Quickly develop and deploy powerful automated strategies using our unique and intuitive graphical tools
- Respond faster to changes in market behaviour
- Profit by getting your orders to market faster
- Save and reuse your strategy components
- Leave the complexities of order state management on multiple simultaneous orders to our system
- Gain protection and comfort from our comprehensive Risk Management
- Monitor your trading from anywhere
- Improve your strategies from analysis of their actual interactions with the market, rather than questionable backtesting simulations

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Improved Execution

- For medium or high-frequency traders, algorithmic trading with TraderServe ATP can offer one of the best returns on investment, regardless of your current execution methodology – this is especially true if you use guaranteed VWAP or other broker algorithm services. TraderServe backs this by offering an introductory Transaction Cost Analysis health check service which analyses the performance of your current execution services

Risk Management

- ATP's integrated Risk Management provides extensive protection against trading errors on all possible levels

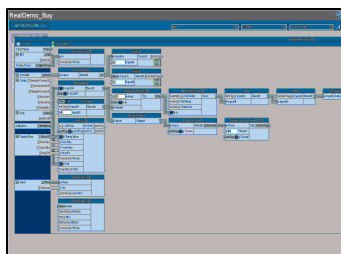
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Model Building Interface provides unparalleled functionality

TraderServe Model Building Interface (MBI), based upon 20 years of developing successful real-time strategies, is not just a graphical toy but is central to our approach to solving the real challenges of algorithmic trading.



Our ultra low-latency calculation engine and its inbuilt Flow Manager are designed to minimise processing, especially on critical events.

An extensive and proven library of primitive functions is provided, from which users enhance the MBI by creating their own components, with virtually unlimited functionality, and saving them in their own private libraries or sharing them with others. Customers' proprietary and 3rd party libraries can be interfaced as required.

Strategy Templates enable easy deployment

Once a model has been built with the MBI (either by the customer or by us), it can be simply deployed as a web-page, which exposes only those modifiable parameters specified by the modeller. It can then be used by customers or staff without significant training.

Profit from the shortest term opportunities with TraderServe's Ultra-Low Latency Service

ATP's core engines are ultra-low latency by design, typically able to execute in microseconds on current PC systems. However, for those clients with applications where every microsecond counts, who may already be co-located or using proximity execution, we offer the Ultra-Low Latency Service. This customises ATP (including all linkages and where necessary hardware) to any desired level of latency within the bounds of current technology. TraderServe's uniquely experienced team goes to whatever lengths are required to give our most demanding clients the edge over any competing platform.

Analyse the effectiveness of your strategies with TraderServe's Transaction Cost Analysis Service

Where ATP is used to slice up large orders and work them into the market over time, TraderServe offers a TCA service using our innovative techniques. To help maintain your trading edge all slices are fingerprinted, identifying the part of the strategy responsible for them and analysed across actual trading history to determine the effectiveness of each part of the strategy alone and in combination - something that backtesting can never do for you.