

Bloomberg Tradebook

BLOOMBERG TRADEBOOK® (www.bloombergtradebook.com) is a leading global agency broker providing a wide range of innovative algorithms and trading analytics that enable clients to implement sophisticated single and cross-asset trading strategies. Tradebook provides access to independent research, aggregates global liquidity, and partners with clients to customize trading tools that help them profit from smarter, faster, more informed decisions. Tradebook can be accessed on the Bloomberg Professional® Service at BTRD <GO>.

Founded in 1996, Tradebook offers its customer base multi-asset, multi-currency trading solutions – coupled with deep market expertise and a commitment to consultation – to actively manage complex trading strategies. Tradebook provides transparency, insight and control to institutional traders that seek maximum alpha on every market transaction.

Tradebook's clients include investment advisors, money managers, hedge funds, proprietary desks and broker dealers. Tradebook connects traders to over 70 markets worldwide, making it possible to trade equities, futures and options across 41 countries, as well as 41 currency pairs on the FX market place.

Tradebook's agency platform offers clients conflict-free execution and mitigation of information leakage and potential market impact. Clients also benefit from Tradebook's Straight Through Processing (STP) and full integration with Bloomberg and third-party order management systems. Some key Tradebook features include:

Advanced Trading Algorithms: Tradebook's algorithms allow firms to implement complex trading strategies using sophisticated algorithms that give traders clarity, power and control when executing trading ideas, whether a single-security, pair, spread or program. Tradebook offers nearly 50 proprietary algorithms including 18 equity algorithms, 17 futures algorithms, 7 FX algorithms and 5 options algorithms, which are all executed through one agency broker. Each asset class has market-specific algorithms designed for those markets and the strategies traders employ.

Real Time Analytics: Clients leverage a vast array of Bloomberg market insights available through Tradebook's electronic sales trader alerts and analytics, to seek additional alpha-generating opportunities before and during the trade.

Third Party Independent Research: Tradebook provides consultative services and tailored access to third-party independent research to customers that would like to leverage findings from top independent analysts as part of their research efforts.

Direct Market Access: DMA in over 70 global markets ensures clients maintain control even while executions are in progress for equities, futures, options and FX. The DMA platform is completely integrated into our algorithm platform so that clients can capitalize on liquidity opportunities.

Order API: Clients can gain an execution edge by integrating Tradebook's algorithms and direct market access capabilities directly into their proprietary spreadsheet or desktop models with an Order API.

Execution Support: Tradebook offers execution support and guidance on the world of electronic trading 24/7 through a dedicated team of execution consultants.

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