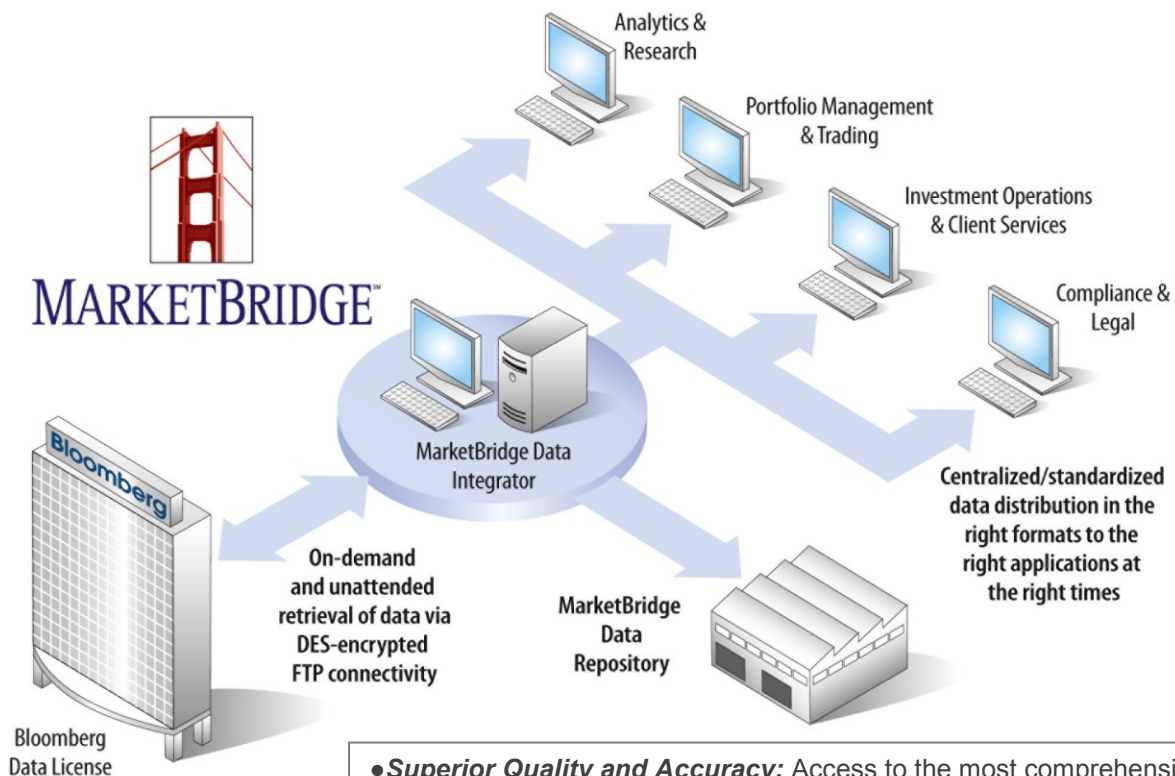


For years, Investment Management firms have been challenged to find a practical solution to capturing the wide variety of market and reference data available from Bloomberg so that it can be optimally utilized by their front-office or back-office systems.

Finnovative's MarketBridge solution is now available to achieve that goal. MarketBridge promotes STP in an efficient and simple manner, reduces costs by warehousing your data for re-use and is both scalable and vendor neutral to support your future growth and third-party application choices.

## The most flexible, secure, and scalable tool to access the most comprehensive data source — **Bloomberg Data License**® — is finally here.



*Finnovative's MarketBridge solution for Bloomberg and Advent users enables seamless integration of market data into our accounting system. MarketBridge is simple to install, test and use and we are happy about our decision to use MarketBridge."*

Gilinda Mioduszewski. Operations

- **Superior Quality and Accuracy:** Access to the most comprehensive and widely used market-data source
- **Reduced Costs:** Via single source acquisition of all your capital markets data
- **Integration:** A seamless ability to integrate market data with leading investment industry applications such as AxyS, APX, Charles River and PAM
- **Minimize Risk:** Reduce error-prone data entry for security set up, pricing and corporate actions
- **Compliance:** Enhance, timely rules monitoring and minimize violations
- **Single Data Source:** Consistent data including security master across entire enterprise
- **Automation:** Capture, clean, and audit of data

<p><b>Data Coverage</b></p> <ul style="list-style-type: none"> <li>• Prices</li> <li>•FX Rates</li> <li>•Security Master Information</li> <li>• Company Financials</li> <li>•Corporate Actions</li> </ul> <p>Universe Covered</p> <ul style="list-style-type: none"> <li>• Global Equities</li> <li>•ETF</li> <li>•Fixed Income</li> <li>•Indices and benchmarks</li> <li>• Currencies</li> </ul>	<p><b>Workflow Enhancements</b></p> <ul style="list-style-type: none"> <li>• Automate Security Set Up; Faster NAV/Valuations</li> <li>•Scheduled or on-demand refresh and reconciliation of Security Master</li> <li>• Automated Processing of Cash Dividend, Stock Dividend, Stock Split</li> </ul>	<p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>• Reorganization such as tender offers, M&amp;A and redemptions</li> <li>• Portfolio Construction</li> <li>• Portfolio Modeling</li> <li>• Performance and Analytics</li> <li>• Concentration Reporting</li> </ul>
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**MarketBridge Supports scheduled and on-demand retrieval of timely, accurate and comprehensive market and reference data.**

<p><b>Flexible Architecture</b></p> <ul style="list-style-type: none"> <li>• Quick install and browser based administration</li> <li>• Out of the box interfaces for Advent Ays, APX, Charles River PAM</li> <li>• Supports data extraction tools including SQL, Excel Calls, APIs</li> <li>• Storage and reporting of historical data for audit-trail, modeling and reporting is available</li> <li>• On-demand or pre-determined execution of information retrievals</li> <li>•Scalable to support growth in trading volume, universe, security types, data workflows, and 3rd-party application interfaces</li> <li>• Support FTP, XML and batch data acquisition</li> </ul>	<p><b>Enterprise Wide Penetration</b></p> <ul style="list-style-type: none"> <li>• Traders can set up new securities and trade more efficiently by accessing the comprehensive reference data on-demand</li> <li>• Operations staff can get prices and corporate actions for timely portfolio valuation and improved reconciliation</li> <li>• Portfolio Managers and Research Analysts can access over 8000 Fundamental/Reference data items for enhanced modeling and risk analysis</li> <li>• Compliance staff can better monitor rules and avoid violations by using timely reference data</li> </ul>	<p><b>Ease of Implementation and Support</b></p> <ul style="list-style-type: none"> <li>• Flexible pricing for the entire solution custom-tailored to your unique business requirements</li> <li>• Broad based support after market hours</li> <li>• MarketBridge was developed by Finnovative — an established, multi-national information technology and consulting firm with over 15 years of client servicing and product development experience</li> </ul>
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*“Finnovative created a customized solution for uploading security data that fits the needs of our company. During the development process we found them responsive to our requests and easy to work with”.*

**Portfolio Administrator/Operations, AVP- Seattle Northwest Securities Corporation**

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