

Press release, October 2, 2012

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## Neonet selected as Execution Service Provider by United Bankers

***Increased execution quality, reduced fixed costs and broad market access made Neonet UB Securities Ltd's preferred choice.***

**Stockholm, Sweden, October 2, 2012** – Neonet, the independent execution services provider, today announced that UB Securities Ltd has entered an Execution Service Provider agreement to increase execution quality throughout its business. The solution will allow UB Securities, part of the Finland-based United Bankers group, to trade in their own membership on chosen markets and through Neonet access on all other major MTFs and primaries in Europe and the Americas. Smart Order Routing technology, alternative market access, and strict quality control will give improved execution quality for UB Securities' clients resulting in optimized prices at low cost.

Established in 1986, United Bankers is a privately held wealth management, fund management, investment banking and brokerage firm based in Helsinki. Throughout its history, United Bankers has focused on providing high quality brokerage services and personalized wealth management solutions.

"Looking at different alternatives, Neonet's Execution Services solution proved to be the best fit for us as it allows us to maintain membership on our primary markets, while at the same time giving us access to Neonet's execution quality and broad market access," says Patrick Anderson, Partner and CEO, United Bankers group. "In addition we find the Cost+ model to be more of a membership like setup where we pay actual costs plus a margin. Reducing our fixed cost, we will be able to meet current market conditions with more flexibility and efficiency."

"UB Securities choosing Neonet to help adjust to fluctuating volumes is another example of how our offering fits the new needs of Sell-Side firms to adjust their business model," says Petter Hedman, Sales Manager at Neonet. "By outsourcing their execution services to Neonet with access to Smart Order Routing Technology, UB Securities will be able to give their clients optimized prices at a low cost."

### **About UB Securities Ltd**

UB Securities offers brokerage services to institutions and active private investors in the markets for stocks, derivatives and interest-bearing instruments. In addition to Finnish markets, UB's brokerage services cover all significant international financial markets. UB Securities is a member of the Finnish, Swedish and Danish exchange as well as a member of Eurex.

The core strength of UB Securities lies in its team of brokers. The team has extensive experience in the business and the courage to have its own views. The fact that all key personnel are partners in the business ensures our longevity and continuity, providing a solid foundation of trust for long-term relationships with our clients. Not belonging to any banking group, UB is known for the quality of its independent analysis.

For further information, visit [www.unitedbankers.fi](http://www.unitedbankers.fi)

### **About Neonet**

Neonet's mission is to deliver a truly transparent and neutral execution service to banks and brokers with an optimized balance of quality and cost. The execution service includes advanced smart order routing, trading algorithms, a comprehensive execution management system and a trading and customer service desk operated by qualified execution specialists. Neonet does not engage in proprietary trading or any other financial activity that could result in a potential conflict of interest. Neonet serves clients in over 20 countries and is owned by Nordic Capital Fund VII.

For further information, visit [www.neonet.com](http://www.neonet.com).

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