



## Meet the team

From left: Matthew Berson, Alan F. Schwarz, Mark Reeves, Tara Maw, Dan Smith

**FXSpotStream, a subsidiary of LiquidityMatch, was formed in late 2011. It is a bank owned consortium operating as a market utility, providing the infrastructure that facilitates a multibank API and GUI to route trades from clients to Liquidity Providers. We talk to their CEO Alan F. Schwarz, about the company's ongoing expansion, key staff and future growth plans.**

Alan joined FXSpotStream 4 years ago before the company was created. A little over 4 months after FXSpotStream was formed, the service was live at its first site out of New York, expanding to London and Tokyo in the ensuing 3 months. Alan's diverse background and experience over the last 24 years involving technology, consortiums, 3 prior start-ups (including ICAP/EBS backed FX trading technology incubator TXC and bank owned fixed income platform BrokerTec),

business transactions, and training as a lawyer have prepared him to lead one of the most innovative companies in the FX market today.

**Alan, why do you think FXSpotStream's unique business model has proved such a success?**

It's simple. Our business model solves a critical need confronting market participants – reduce the costs of execution. It eliminates for clients and reduces for banks

the costs of execution. And, the cost savings realized by the Liquidity Providers are available to the client in the form of a better price equivalent to that offered over a direct bank API. No other venue has the same business model we do and we have been leading the industry in reducing the high costs of execution.

FXSpotStream is structured as a utility. We do not charge brokerage fees to our clients or Liquidity Providing banks.

We offer complete trading transparency in that all trades are bilateral, with fully disclosed counterparties. Clients benefit from accessing multiple global FX banks via a single API or GUI which reduces line and maintenance costs of multiple APIs. That means clients can go live faster as there is no need to test each API with each of their counterparty banks while the multibank aspect provides a pathway to best execution.

**Has the business grown in exactly the way you expected so far?**

Largely, yes. We have remained extremely focused on doing one thing at a time, doing that one thing extremely well, and growing the business incrementally. Of course, having started and been a part of several start-ups nothing goes 100% as you planned and the key is to adjust when needed, listen to your customer, and deliver what the user needs without straying too far from the core of the business. Consistent with our mandate, we have remained focused on the one thing that makes us different – a no brokerage, fully transparent utility service. And, the results speak for themselves. Volume last year versus the prior year grew 309%; volume first quarter this year vs the same quarter last year grew 92%; the number of new clients in May of this year vs May of the prior year increased 76%. And, the

service has proven itself as one of the most reliable, stable and state of the art venues available.

**What steps have you recently been taking to add to the product range and services you provide?**

We have a very supportive group of owners who are committed to our business model and along with our clients help shape the product roadmap. Late last year we added FX forwards on both an ESP and RFS basis while also adding FX swaps to the API as a request for stream functionality. In Q1 2015 we enhanced the order type functionality on our API by adding additional order types -- VWAP, IOCs (partials) and Slippage. We plan to add Limit Orders later in Q3. In June we launched a brand new html5 GUI that will allow both clients and banks to transact not only spot, but forwards and swaps over a multi-bank zero cost/brokerage service.

**Who are the banks that have now joined FXSpotStream's price aggregation service as Liquidity Providers?**

When the FXSpotStream service went live in early 2012 we had 6 of the major FX liquidity providers: BofA Merrill Lynch,

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Citibank, Commerzbank, Goldman Sachs, HSBC and J.P. Morgan. In a little under 3 years the number of Liquidity Providers has almost doubled with the addition of Morgan Stanley, UBS, BNP Paribas, Credit Suisse and Standard Chartered which joined in May as the 11th Liquidity Provider. We now have 10 of the top 15 FX Liquidity Provider banks as reported in the Euromoney Survey 2015. And we expect to add at least one more Liquidity provider before the end of this year.

**Who are the key people in your sales teams that are working to drive FXSpotStream forward and expand its global reach?**



**"No other venue has the same business model we do and we have been leading the industry in reducing the high costs of execution"**



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In May, we opened our London office and hired Antony Brocksom (pictured) to lead sales



We don't look at selling in the same way as perhaps others do. For us sales is more about servicing the clients and banks that use our offering and ensuring that we provide them a high quality product. When we do that and form a strong relationship built on trust the "sale" is more of a natural evolution of the process. As a result we could say that everyone in the company is in sales – from the individuals handling client on boarding and connectivity to our operations and 24/6 global support staff to our sales personnel.

Some of our dedicated sales personnel include Mark Reeves, formerly eFX Sales at Deutsche Bank. Mark leads sales and new business in the Americas. Mark brings over 14

years of experience in FX sales, operations and client services. While at Deutsche Bank in New York and London Mark worked on the Hybrid FX Sales desk, offering both voice and eCommerce coverage for their institutional client base that include Banks and Systematic Hedge funds.

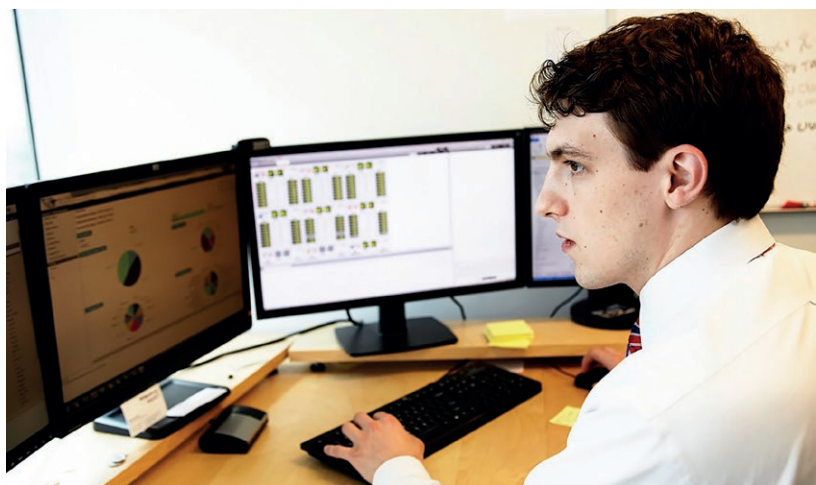
In May, we opened our London office and hired Antony Brocksom to lead sales and new business in EMEA. Antony brings over 15 years of experience in sales, client services, business management, product management and operations services across the FX and Prime Broker business having experience with a wide range of clients including Hedge Funds, Retail Brokers, Banks and Asset Managers. Before joining FXSpotStream, Antony was the Business Manager for European FX Prime Brokerage at Barclays. Prior to that he was the European

Product Manager for FX Prime Brokerage at JP Morgan. Additional sales hires are planned this year for London and Asia.

### Who are some of the other key employees that have contributed to the success of FXSpotStream?

Tara Maw, CFO, has been with FXSpotStream since the firm's inception. Consortium-owned and technology based firms are far from new to Tara as she held the CFO role for six years at BrokerTec, having joined during its early start up days. Tara also brings extensive operational, financial and accounting experience having spent eight years at one of the "big four" and five years supporting various trading activities at a large European bank.

We also have an extremely dedicated and hard-working technology, operational and



on-boarding team based in our head-office in Jersey City (just over the river from Wall Street), including Matthew Berson and Dan Smith. Matthew, who joined FXSpotStream in February 2013, leads our technology and operations efforts. Prior to joining us, Matthew was at Traiana for almost 8 years in a number of different roles, including project and program manager responsible for the Netlink product. Before joining Traiana, Matthew worked at a technology and content start up in a variety of operational client services roles.

Dan Smith joined FXSpotStream as the Client Onboarding and Support specialist in September 2012. Dan is responsible for the onboarding of all new clients onto the service and provides vital front line support

to FXSpotStream's Liquidity Providers. He works closely with clients and Liquidity Providers to ensure all needs are met in both a pre and post live environment.

### Looking ahead how will you be seeking to expand your offering still further with the addition of new products, functionality and liquidity providers?

Our philosophy is to continuously expand our core business across the globe and build the offering to address the needs of our clients and Liquidity Providers. This means growing the existing FX spot, forwards, swaps and precious metals offering, expanding through new client acquisition and increasing the number of bank partners providing liquidity on the service. In addition, we

are constantly moving into new geographic markets, whether this is in Asia where we currently have a robust footprint in Tokyo, Singapore and Sydney or expanding across other countries in Europe and into Canada. With regards to increasing our liquidity provision to our clients we have taken Credit Suisse live in April and have just announced our 11th liquidity provider in Standard Chartered which results in an in-depth cross section of liquidity from the biggest FX banks on the street.

After the successful launch and uptake of FX forwards and swaps over the API in 2014, in June both of those products were added to a brand new html5 GUI that will allow clients a choice as to how they receive liquidity and transact in a zero cost environment.