

Company Overview

Firm58 manages fees, commissions and payouts to protect revenue.

What is Firm58?

Firm58 offers capital markets firms web-based software to manage the processes associated with fees, commissions and payouts. Our platform automates middle- and back-office processes across asset classes to provide insight into daily profitability, increase operational efficiency, and protect revenue. Unlike point solutions that solve narrow business challenges, or expensive legacy systems, Firm58's solutions address post-trade complexity, yet are cost-efficient and easy to deploy.

Stats and Quick Facts

- Software as a Service (SaaS) = no costly hardware to purchase
- SAS 70 audited = data integrity, security
- Over 100 million transactions under contract = software performance
- Billing provider for many of the world's top global exchanges including NYSE Euronext, CBOE, CBSX, ELX Futures and BOX = trusted

"The new online facility is a tremendous benefit to our members, providing greater flexibility, efficiency and transparency in the billing process... Our members have easy access to the information they need — including trade-level detail and historical data for all of their transaction-based invoices. The Firm58 Portal has greatly improved our invoicing distribution and efficiency."

Bob Airo, SVP, Market Operations
NYSE Euronext

Contact us for a free demo

- ☎ 888.4FIRM58 (434-7658)
- ✉ marketing@firm58.com
- 🌐 www.firm58.com

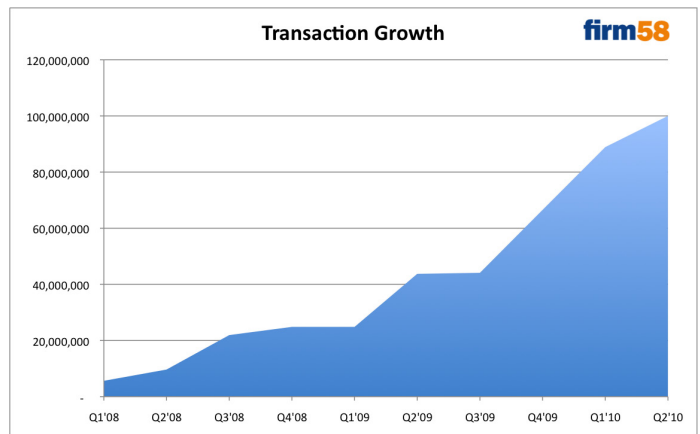


What's in a Name?

Inspired by the challenge of their favorite sport and the monumental effort to redefine the middle and back office, our cofounders named the company Firm58 based on a golf score that has never been shot in a PGA tour (59 is the record). Firm58 represents aspiration, and we strive to exceed expectations in all we do.

Company Milestones

- **February 2005** - Firm58 founded to redefine middle- and back-office post-trade operations
- **September 2005** - First version of the post-trade platform is released
- **March 2006** - Billing solution released
- **April 2007** - New World Ventures leads Series A round of funding at \$3.7 million
- **March 2008** - Record revenue growth
- **June 2008** - Expansion fueled by \$8.5 million in B round of funding
- **November 2008** - Triple digit year-over-year revenue growth for Q3 2008
- **January 2009** - Launched CSA/soft dollar solution
- **May 2009** - Nick Fera named CEO
- **January 2010** - Completed SAS 70 audit
- **June 2010** - Closed \$7 million Series C round
- **July 2010** - Announced 100 million mark of transactions under contract
- **July 2010** - Named one of the Midwest's hottest companies by Lead411



Firm58 currently has 100 million transactions under contract.

Company History

Firm58's founders recognized that the growth of electronic communications networks (ECNs) had introduced a significant increase in both trade volume and complexity, and with it, a challenge for manual and outdated middle- and back-office systems. Yet, firms continued to focus on streamlining front-office systems further exacerbating the critical operational challenges that occur after the trade is made. Recognizing that these challenges would only become more complex over time, Firm58 was created.



Execution Venues

Improve customer satisfaction and uncover hidden revenue.

From the world's largest global exchanges to leading ATs and ECNs, Firm58 helps improve billing efficiency, reduce operating costs, track sales analytics, and provide access via an online client portal.



Trading Firms

Streamline and reduce operational costs within your firm's middle and back office.

Firm58 helps trading firms automate payouts, calculate granular-level expenses, and track positions and trader P/L through a secure, web-based trader portal.



Broker/Dealers

Firm58 helps broker-dealers protect their revenue and increase client and trader satisfaction.

Analyze profitability, calculate expenses, manage billing, revenue and compliance, and automate CSA/soft dollar programs using one integrated platform.