

## **THE JOHANNESBURG STOCK EXCHANGE ADOPTS FIX**

**Paris, 21 April 2009** – Today, at the international TradeTech Europe exhibition held in Paris, the Johannesburg Stock Exchange (JSE) announced that it will be adopting FIX, the internationally recognized messaging system used by brokers world wide, across all the JSE Markets.

FIX, which is short for Financial Information Exchange Protocol, is the industry standard for banks, broker-dealers, exchanges, institutional investors and information technology providers throughout the world. All our customers have or are adopting FIX and as a world-class exchange we have to do the same. By adopting FIX, the JSE can offer more cost effective and efficient message routing services to meet our client demands. FIX messaging is becoming an integral part of the buy-side and sell-side relationships in South Africa," comments Leanne Parsons, Chief Operating Officer at the JSE.

"Our increasing offshore participation in our equity market coupled with the existence of several major international banks in our local markets means that we have to embrace international best practice," says Parsons "We need to embrace international trading standards to increase acceptance of South Africa as a transparent and competitive force in the global financial markets. Adopting FIX is just one of the ways that the JSE plans to make it easier to invest in South Africa."

Contrary to international trends, equity trades on the JSE have increased by 24% from 2008 based on year-on-year data. Figures for March 2009 reveal that trades increased by 54% as compared to March 2008. "Much of this can be attributed to foreign buying on the JSE, as investors look for opportunities in our emerging market," notes Parsons "As a customer-centric company in a country that values direct foreign investment, we are always looking at ways to meet the needs of international investors."