

TradeTech Group enhances market data offering with multiple strategic exchange partnerships

New Strategic Partnerships with multiple Global exchanges position TradeTech Group in pole position to offer real time Market Data to its B2B partner network

London, September 2019 – TradeTech Group (“TTG”), a trusted technology vendor, liquidity provider, prime broker, and financials division of the world’s leading omni-channel gaming company, Playtech, has agreed several strategic partnerships with major global exchanges which significantly enhance its global market data offering to clients.

Across its various entities, including CFH Clearing and TradeTech Alpha, TTG is now uniquely positioned to offer commercially competitive global market data pricing, underpinned by an unparalleled liquidity offering and consultation services to its clients.

Each tailored offering TTG constructs with its clients enables brokers to significantly reduce costs by outsourcing previously expensive and time-consuming tasks, such as market data infrastructure and contracting. As a leader in the CFD and financial trading industry, TradeTech now offers its clients the ability to consume market data from over 18 exchanges globally and over 4000 products.

TTG’s entities are in the exclusive position of offering real time market data to their clients, as well as brokers and their underlying clients over platforms and API. With the addition of a comprehensive Market Data solution to its current product suite, TTG is now the only place for one stop, cost effective B2B relationship.

Muhammad Rasoul, Director, TradeTech Group said:

“Market data is always a challenge for many start-up brokers, as well as more mature brokers struggling in this increasingly difficult market. TTG helps brokers focus on what really drives value, which is getting more customers. It’s extremely costly to an organization to manage market data, particularly when you factor in the associated agreements and infrastructure required as well. We help reduce, or completely remove, these costs and allow brokers to get back to focusing on acquiring their end customer. Clients that take both liquidity and market data from our group very often remove these costs entirely.”

Marc Levin, CEO of CFH Group, added:

“Market data has been a hot topic last couple of years and it has been an increasingly difficult landscape navigate due to varying rules, views, interpretations and regulations globally as well as differing cost structures across exchanges, which has only added to the complexity of consuming and distributing market data. As one of the largest and leading players in the industry, it was a natural move for TTG to leverage our size and scale to come up with an all-encompassing cost-efficient and compliant market data solution for our clients, which goes hand in hand with our multi-asset liquidity offering.”



About Playtech

Founded in 1999 and premium listed on the Main Market of the London Stock Exchange, Playtech is a technology leader in the gambling and financial trading industries.

Playtech is the gambling industry's leading technology company, delivering business intelligence-driven gambling software, services, content and platform technology across the industry's most popular product verticals, including casino, live casino, sports betting, virtual sports, bingo and poker. It is the pioneer of omni-channel gambling technology through its integrated platform technology, Playtech ONE. Playtech ONE delivers data-driven marketing expertise, single wallet functionality, CRM and responsible gambling solutions across one single platform across product verticals and across retail and online.

Playtech partners with and invests in the leading brands in regulated and newly regulated markets to deliver its data-driven gambling technology across the retail and online value chain. Playtech provides its technology on a B2B basis to the industry's leading retail and online operators, land-based casino groups and government sponsored entities such as lotteries. As of June 2018, through the acquisition of Snaitech, Playtech directly owns and operates the leading sports betting and gaming brand in online and retail in Italy, Snai. Snaitech operates a B2B2C model as a service provider, allowing franchisees to utilise the Playtech technology stack in the retail environment while operating the leading brand, Snai, directly online as a B2C business.

Playtech's Financials Division, named TradeTech Group, is a technology leader in the CFD and financial trading industry and operates both on a B2C and B2B basis.

Playtech has in total c.5,800 employees across 17 countries and is headquartered in the Isle of Man.

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