

# Bloomberg Brazil

WFIC – World Financial Information Conference

- 1 **OUR BUSINESS**
- 2 **PRODUCTS**
- 3 **TRENDS**

# **OUR BUSINESS** in Brazil

- **Core product** – The Bloomberg terminal
- **Trading & Liquidity**
- **Data products**

# PRODUCTS

## TRADING & LIQUIDITY:

- Bloomberg FX Dealing FXET
- Bloomberg Fixed Income Trading FIT
- Bloomberg Execution Management System EMS

## ORDER MANAGEMENT SYSTEMS:

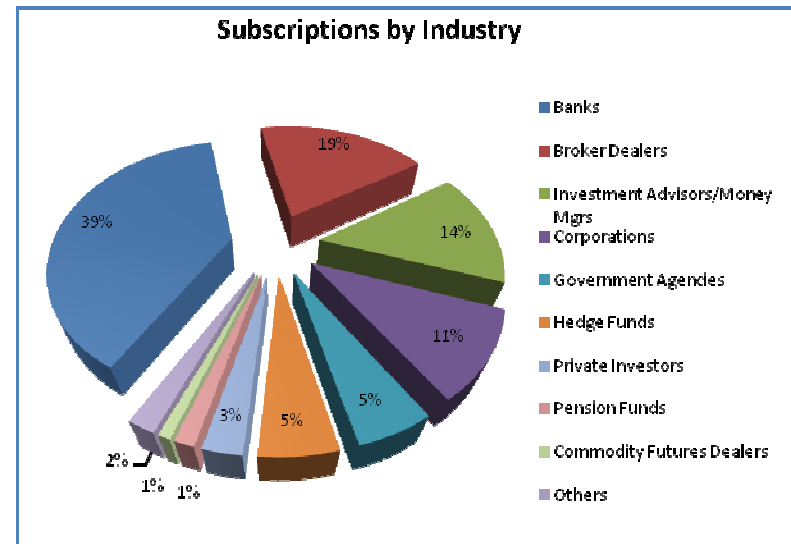
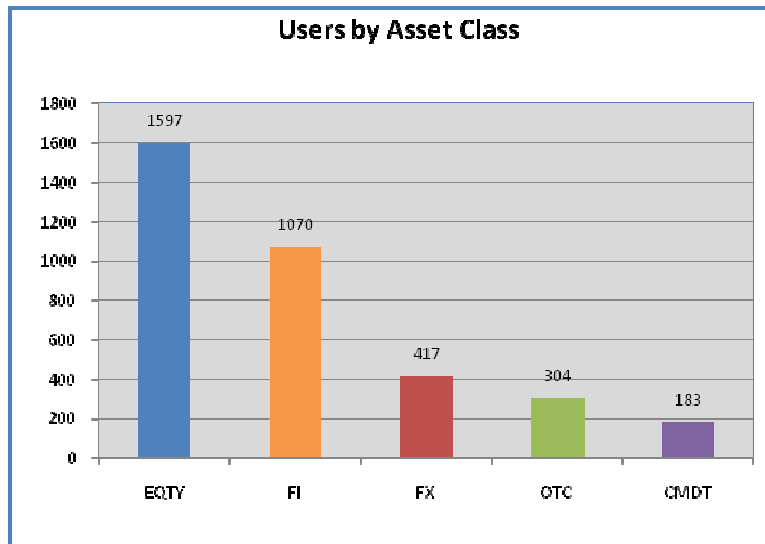
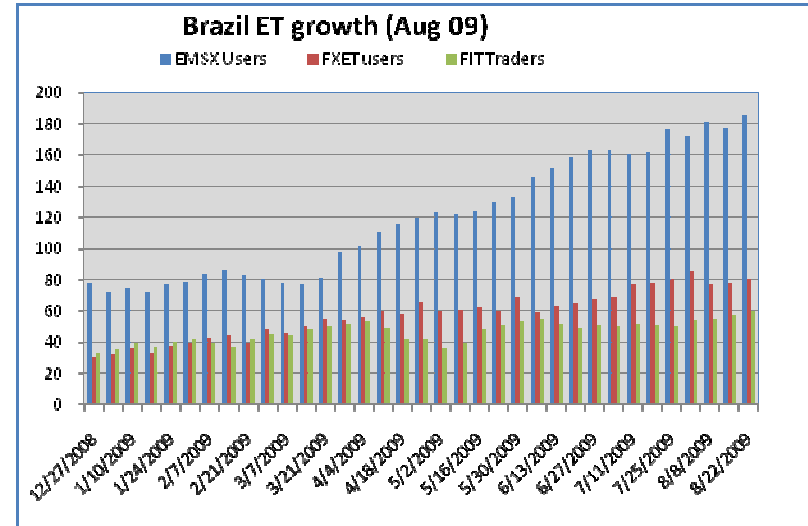
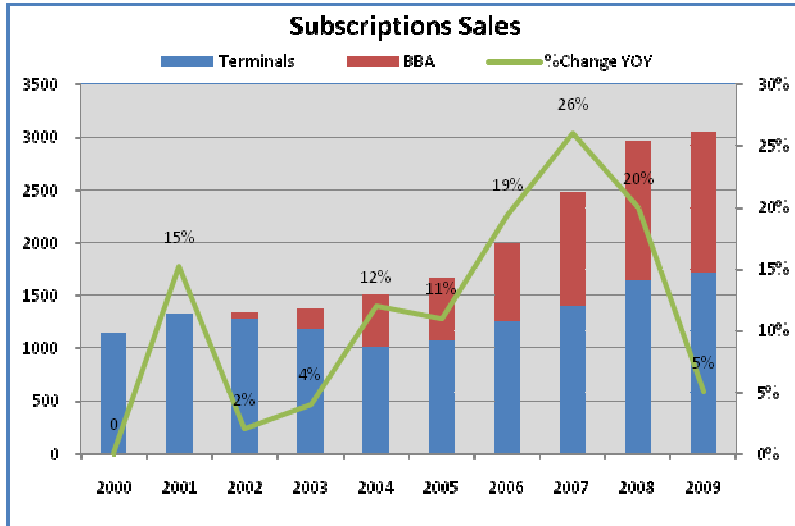
- Trade Order Management System TOMS
- Sell Side Execution & Order Management Systems - SSEOMS
- Asset & Investment Manager AIM

## PORTFOLIO ANALYTICS AND RISK - Alpha DATA PRODUCTS

## CORE PRODUCTS:

- EQUITY /FUNDS
- FOREIGN EXCHANGE
- FIXED INCOME
- COMMODITIES
- MARKET NEWS
- BLOOMBERG MOBILE
- COMMUNICATIONS

# Core Product & Liquidity



# Trends: Technology – Electronic Trading

Trend	Example
<p>Ongoing increase of electronic trading across asset classes – domestic and international .</p>	<p>Exponential volumes on EMSX and FIET depicts the local interest on improving processes and efficiency .</p>
<p>Market participants are electronically connecting for post-trade services and regulatory reporting.</p>	<p>ANBID+ANDIMA, BM&amp;F BOVESPA and Brazilian custodian banks are creating a private network for post-trade data, asset allocation reporting and settlement instructions exchange.</p>
<p>Global investors now have access to BM&amp;F futures markets through CME Globex and vice versa.</p>	<p>BM&amp;F Bovespa became the single marketplace for multi-asset class trading marketplace in Brazil, including clearing and custody services.</p>
<p>New algorithmic trading support and co-location services will increase the exchange order flow.</p>	<p>The derivatives trading via DMA at BM&amp;FBOVESPA has been growing steadily since it was first implemented in August of last year. Now it already represents 7.8% of total ADTV.</p>