

equiduct

apex

We believe in you, not execution fees

# Re-writing the rules of how retail brokers trade equities in Europe

Best Execution was one of the key hot topics introduced by the first Markets in Financial Instruments Directive (MiFID I) in 2007, and has come back into the spotlight with MiFID II in 2018. It protects end-investors by proving that they are getting the best possible price when executing trades through execution venues.

Equiduct was created in 2009 to specifically help brokers and their clients achieve Best Execution, overcome the challenges of fragmentation, all whilst still accessing pan-European liquidity through a single exchange connection. We became the only trading venue in Europe which was built from the ground up in response to these challenges faced by the retail investment community.

We have continuously improved our purpose-built solution ever since, all at the same time as delivering Best Execution through a fully regulated, MiFID compliant on-exchange trading venue with access to 11 European markets.

And it doesn't stop there: in 2019, we went one step further as we launched Apex – the only on-exchange trading service offering retail brokers access to pan-European equities and ETFs without any execution fees.

# What is Apex

- A pan-European, multi-lateral trading venue that offers an easy access to European liquidity through a single exchange connection
- A market segment of the Börse Berlin – a fully regulated (lit) market, offering on-exchange Best Execution for retail brokers
- Apex allows retail orders to trade at the best possible price via Equiduct's exclusive price formation mechanism (the VBBO) and execute against the pan-European order book (Central Limit Order Book – CLOB)
- Our trading platform is supported by a pool of Equiduct's Liquidity Providers and active brokers who are constantly providing liquidity and volume to the major European primary and secondary markets
- Apex covers the most liquid and fragmented equities and ETFs from the UK, Italy, France, Germany, Netherlands, Belgium, Portugal, Sweden, Denmark and Finland

We don't believe trading needs to move out of regulated venues to achieve Best Execution and deliver on commercial needs of brokers

# So what makes Apex different?

Apex provides a simple and cost-effective way to access Europe-wide liquidity through a single exchange. Apex does not rely on the “best efforts” of liquidity providers (LPs). Equiduct calculates the best possible price at the instant at which a trade occurs.

Apex allows retail orders to execute against the pan-European consolidated order book and is supported by a pool of competing Liquidity Providers and active brokers. Orders traded in Apex are executed at the Best Price thanks to Equiduct’s unique price discovery mechanism using the pan-European consolidated order book.

## How is Apex free for retail orders?

We believe we have a responsibility towards retail trading and helping this be the very best experience to individuals. With this in mind, we have made retail trading more accessible by offering Best Execution services while not charging an execution fee for retail orders. Any participant providing liquidity is still charged an execution fee.

# Key benefits for retail brokers

Apex's main mission is to improve trading for retail brokers and end investors in Europe. So how do brokers benefit from trading via Apex?

Get in touch to request a free (no-commitment) simulation and we'll show you what Apex could do for you

## 1 Cost reduction

- No execution costs
- Lower membership fees than primary exchanges
- Lower market data costs
- Less clearing costs - orders trade in greater single execution sizes reducing the number of trades sent to clearing.

## 2 Best execution

Apex provides the best possible price for every given order based on the liquidity available across contributing venues to the consolidated European order book and makes this price tradable for our clients. So what makes us confident that you are getting the best solution for your clients?

- Apex is a fully regulated trading service and allows you to meet your legal requirements while trading in a MiFID II environment
- We deliver Best Execution for the 1,600 most fragmented shares in Europe through our unique price formation using a single exchange connection. See the full list of tradeable instruments
- Alternative to smart order router
- Limit order protection: Apex instantly generates a counterparty order to execute the volume traded through in the primary market's CLOB. Resting passive orders will also be retried when they become marketable
- Apex is fully pre- and post-trade transparent, providing daily execution quality reports to evidence best execution for retail orders

All fees are fully transparent and available on our website.

See for yourself!

### 3 Access the whole Europe – with a single exchange connection

- Access all major European markets/exchanges
- Gives you the ability to trade for clients across international markets without the need for multiple exchange connections

### 4 We really care about you

- We listen, we care, we respond
- When brokers phone with a query, we are there to support and get a response usually within 30mins
- We are in regular conversation with our members to ensure we understand their evolving needs and can respond accordingly – in the spirit of why Equiduct was set up in the first place and in line with MiFID II regulations

# How does Apex work?

Example: Incoming Sell Market Order for 9000 shares of Vallourec

- 1 Apex consolidates the orderbooks from major European venues to create a complete view of the available liquidity

EQUIDUCT				EURONEXT PARIS				CBOE BXE				CBOE CXE				TURQUOISE			
BID		OFFER		BID		OFFER		BID		OFFER		BID		OFFER		BID		OFFER	
6,123	2.670	2.674	300	5,071	2.668	2.672	5,198	333	2.669	2.674	2,700	926	2.669	2.672	5,534	131	2.67	49.59	60
2,500	2.668	2.668	300	3,292	2.667	2.673	3,195	1,500	2.667	2.679	2,247	781	2.668	2.678	2,247	2,247	2.665	49.60	80
500	2.665	2.689	1,800	4,399	2.666	2.674	8,083					336	2.665			1,877	2.664	49.61	84

- 2 Apex calculates the price based on the European Best Bid and Offer at the instant at which the trade occurs

Without using Equiduct, a Smart Order Router would have required a minimum of 5 executions, trading through 3 price levels, across 5 different exchanges to fill this order

VENUE	BID		OFFER	
	SIZE	PRICE	PRICE	SIZE
XEQT	6,123	2.670	2.672	5,534
TRQX	131	2.670	2.672	5,168
CHIX	926	2.669	2.672	150
BATE	332	2.669	2.673	3,195
XPAR	5,071	2.668	2.674	8,083
XEQT	2,500	2.668	2.674	2,700
CHIX	781	2.668	2.674	300

- 3 Apex executes your order against a pool of competing Liquidity Providers or any other participant in the order book



MiFID II Best Execution

## Our manifesto

1. We believe in disruption, because it's time for trading to change.
2. We believe in retail investors and brokers, not execution fees.
3. We believe it should be easy for retail investors to access Europe-wide liquidity.
4. We believe in providing the best prices, every time.
5. We believe in listening to brokers and delivering what they need.
6. We believe in better execution, increased liquidity and fairer access to trading.

## Switching to Equiduct

What's involved? Contact our expert sales team who can also show you how you can upgrade your access to the market thanks to Apex.

## Get in touch

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