



FOR IMMEDIATE RELEASE

CFSI, MDXT and ACTIV Collaboration Bears Fruit by Signing W. D. Latimer

Toronto – 12 AUG 2015 – [Collaborative Financial Services Inc.](#) (CFSI), the Canadian-based professional services and solutions provider, today announced that W. D. Latimer (WDL) has gone live with its Excel based trading automation platform, built by CFSI and powered by [MDX Technology](#) (MDXT) and ACTIV Financial (ACTIV) data.

CFSI's trading automation platform empowers WDL to efficiently manage hundreds of active orders in multiple markets, at or near the top of the book. This was made possible by combining low latency market data from [ACTIV](#) together with MDXT's high performance Excel add-in, capitalizing on the flexibility and power of Excel to make the thousands of calculations per second needed to manage the orders. The management of a large list of orders, combined with a user interface customized by WDL enables them to focus their time and attention on more important priorities such as managing positions and profits.

Dave Mulder, co-founder at CFSI said, "We are delighted that WDL has adopted our trading automation platform. This is an important first step for us, because it validates our strategy of leveraging the capabilities of our 'Best of Breed' partnerships to create unique and innovative solutions for our clients in the Canadian Capital Markets. Based on this success we are also very confident that this collaborative approach will enable us to open up new opportunities, not only within the Canadian market, but into other parts of North America and beyond."

Joshua Cauz, Director, Head Trader at [W. D. Latimer](#), said, "We are all operating in a highly competitive environment and we are constantly looking to find new ways to ensure we provide the best possible services to our traders. To this end we sought to find a technology partner that could help us gain a

competitive edge by creating a cost effective flexible solution that would automate our trading strategies. The combination of MDXT, ACTIV and CFSI has definitely met the mark.”

Will Kennedy, co-founder at CFSI said, "The success of this collaboration between CFSI, MDXT and ACTIV was remarkable. We started the journey together in early 2015 and completed the deal with WDL within months. This is a testament to the willingness and flexibility of each firm to effectively work together as a single entity to deliver a robust and innovative solution to very specific customer requirements. It shows just what can be done if there is a willingness to succeed on all sides. We are looking forward to working with both parties on future opportunities."

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About W. D. Latimer Co. Ltd.

Located in the financial district, W.D. Latimer Co. Ltd. is one of Toronto's most active broker-dealers. With more than 40 proprietary traders and specialists for the Toronto Stock Exchange, an institutional agency desk and private client services, W.D. Latimer has the experience you require. Whether you are looking for an executing broker or looking for a fulfilling career with one of Canada's largest proprietary trading firms, look no further. For more information please visit www.wdlatimer.com.

About Collaborative Financial Inc.

Established in April 2014, CFSI is a Canadian based professional services and solutions provider serving the Canadian Capital Markets. Our founders and the team are seasoned practitioners and have 'hands on' experience of financial services development both in North America and Europe. CFSI delivers cost effective and innovatively packaged products and solutions jointly developed with its partners and associates designed to meet the unique requirements of our blue chip client base. CFSI is also the gateway for financial technology firms wishing to enter the Canadian market and for local vendors wishing to grow their existing business in Canada. More information can be found at www.cfsica.com.

About MDX Technology Ltd.

MDX Technology Ltd (MDXT) delivers real-time market data connectivity solutions for Traders, Developers and Market Data Professionals in the Capital Markets, Energy & Commodities Sectors. MDXT's clients include investment banks, brokers, prop traders, hedge funds, investment managers, spread betters and other software development companies across the globe. The company was founded in 2010 and is headquartered in London with offices in New York and Toronto. The international partner network extends MDXT global reach and provides a truly global, 24x7 'follow-the-sun-support' capability. In the first six months of 2015 MDXT announced record results together with a number of new named clients. For more information please visit www.MDXTechnology.com.

About ACTIV Financial

ACTIV Financial (ACTIV) is a global provider of real-time, multi-asset financial market data and solutions. ACTIV offers neutral, managed services for buy and sell-side firms and technology providers seeking a complete market data solution that encompasses both global content management and data delivery across the enterprise. With coverage spanning more than 150 equity and derivatives exchanges around the world, ACTIV is the only truly end-to-end, independent market data utility in the industry. Founded in 2002 by market data specialists, the firm is privately owned and has offices in Chicago, New York, Tokyo, Singapore and London. www.activfinancial.com