



SWIFT Appoints Broadridge as a Business Partner in Europe to Deliver Enhanced Customer Service Levels and Domain Expertise

Released : 02 13 2013

LAKE SUCCESS, N.Y., Feb. 13, 2013 /PRNewswire/ -- [Broadridge Financial Solutions](#) (NYSE:BR) today announced that it has been appointed by global banking co-operative, SWIFT, as a Business Partner for Germany, Switzerland, Austria, the Czech Republic, Slovakia and Liechtenstein. Through the agreement, Broadridge will take responsibility for first-line support and related services in these countries across a range of SWIFT solutions including Alliance Lite2 and other value-added services. The agreement will enable over 500 existing financial institution and corporate members to benefit from Broadridge's proven, high-quality service levels, business domain knowledge and experience, as well as its own leading solutions for SWIFT-based operations.

(Logo: <http://photos.prnewswire.com/prnh/20110920/MM71626LOGO>)

SWIFT has recently upgraded its partner framework to better address the priorities of its user community, and make it easier for firms to choose the most suitable applications, services and service providers for their businesses. "The category of SWIFT Business Partner is reserved for providers that can best serve as a strategically aligned extension of SWIFT. Business Partners are selected for their depth of local market expertise and relationships with the community," said Alain Raes, Chief Executive EMEA and Asia Pacific, SWIFT. "Broadridge's industry leadership, scale and client-centric values exemplify the best-in-class qualities that we seek in our partners, and will help to accelerate value through the delivery of quality solutions and services."

Broadridge will augment its support of SWIFT's solutions and services through the continued promotion and delivery of its own, globally established solutions for the SWIFT community. These include Broadridge's Global SWIFT Service Bureau which, like SWIFT's Alliance Lite2, provides access to SWIFT for financial services firms and corporate treasury groups worldwide. Broadridge also offers its SWIFT Transaction Manager, a web-based workflow and management control function which enables users to monitor the full lifecycle of their messages and create, release and re-route messages in a controlled STP environment that minimizes exposure to processing errors and delays.

"SWIFT plays a prominent and strategic role in our growth plans, validated by the strong growth dynamics in our SWIFT solutions," said Andreas Guenther, Executive Director Global SWIFT Relationship, Broadridge. "We're delighted that our brand values and reputation for service excellence have further raised our profile with SWIFT, and we are committed to delivering value both to the SWIFT user community and to those seeking to join it to take advantage of standardized, secure and cost-effective global messaging."

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and operations outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$4.5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,200 full-time associates in 13 countries.

For more information about Broadridge, please visit www.broadridge.com.

Media Contacts

Mike West	Krista Eccleston
Broadridge	Edelman
+44 20 7551 3224	+1 212 704 4438
mike.west@broadridge.com	krista.eccleston@edelman.com

SOURCE Broadridge Financial Solutions