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Broadridge Launches UK Private Client and Stockbroking Solution

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LAKE SUCCESS, N.Y., June 25, 2012 /PRNewswire/ -- Broadridge Financial Solutions, Inc. (NYSE:BR) today announced the launch of its retail and private client stockbroking and custody processing solution, PRO*active* Broker, to the UK and Ireland markets. Founded on established Broadridge technology, PRO*active* Broker is a flexible and fully scalable solution supporting multi-asset, multi-currency and multi-location operations through a wide range of advanced capabilities to help firms deliver higher levels of client service.

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

Unveiled as brokerage firms face ever-increasing pressures to reduce their middle- and back-office costs, PRO*active* Broker offers a choice of three deployment options: through full business processing as a service (BPaaS) model; outsourced as a SaaS service; or via on-site implementation. Broadridge offers further choice by delivering PRO*active* Broker with a range of integrated Broadridge offerings in a solution package tailored to fulfill a firm's strategic business drivers including enhanced operational efficiency, improved client service and reduced costs.

With the ability to scale to the demands of very high transaction volumes, the solution supports client operations in the UK, where assets processed include international and UK equities, debt, warrants, collective instruments (such as unit trusts), foreign exchange, and tax efficient products (such as ISAs and SIPPs). PRO*active* Broker also has enhanced web architecture streamlining front- to back-office processing and is currently being rolled out at a major London-based firm. The new capability will allow the organization's clients to view detailed information, such as valuations and transactions, at any time, in a user-friendly and accessible format, and will substantially improve the client experience. This architecture enhances a broker's e-business strategy by supporting deployment into both new and existing branded web offerings.

PRO*active* Broker joins Broadridge's existing PRO*active* suite of solutions that provides a diverse range of process automation and control functionality including reconciliations, SWIFT messaging, and fees and commission management.

"The PRO*active* portfolio contains innovative solutions that are proven to deliver significant process efficiencies and, with PRO*active* Broker in the mix and offered with the flexibility of bundled packages, we can provide considerable operational savings to our retail and private client broker customers and prospects. Whether selected on an outsourcing model through our global centres of excellence, or on a SaaS basis via our highly secure, industry-accredited data centres, or implemented out-of-the-box on-site, PRO*active* Broker allows firms the freedom to focus on their core businesses," said Robin Kneale, Head of Strategy and Product Management, Securities Processing Solutions, International, Broadridge. "We are therefore launching our solution under the PRO*active* brand in line with our expanded solution and service capabilities for the retail and private client markets."

About Broadridge
Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than $4 trillion in fixed income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge, please visit www.broadridge.com.

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