

GBST Syn~ goes live at Raymond James

Raymond James makes major efficiency gains by implementing GBST Syn~

SYDNEY 16 July, 2014 - GBST Holdings Limited (ASX: GBT), a global provider of securities transaction and fund administration software for the financial services industry, announces that its Syn~ application is now in production in Raymond James Financial's Equity Capital Markets Division (Raymond James).

The GBST Syn~ solution has replaced a number of legacy systems and manual processes for middle office processing at Raymond James, who are utilising the GBST Syn~ application as a rules-driven pre-settlement processing engine which features built in workflow, dynamic modelling capabilities and integrated, real-time institutional commission management facilities. Other outcomes for Raymond James are fully automated electronic client trade advisements and allocations, netting and trade compression and centralisation across a number of disparate systems. GBST Syn~ has enabled integration across multiple up and downstream systems along with increased automation.

Susan Horn, Senior Vice President of Equity Capital Markets Operations at Raymond James is thrilled with the outcome saying "The visibility into the details of the business are great. Having everything in one system is just fantastic." With GBST Syn~, Raymond James is anticipating an increase in straight through processing (STP) rates for all transactions. The advantages gained through the implementation of GBST Syn~ will allow Raymond James to effectively deploy its resources across its Equity Capital Markets business and achieve additional post-trade efficiency levels and enhanced connectivity through the platform's seamless link to Omgeo Oasys Direct and Omgeo ALERT.

GBST Syn~ is delivering industry leading STP outcomes globally utilising its "exceptions based" workflow engine, as evidenced by this latest implementation at Raymond James.

GBST Head of Capital Markets, Denis Orrock, congratulated Raymond James and the GBST team who have worked to make the project successful. He added that "The Raymond James implementation was very important to GBST and our objectives in the North American market, proving our experience and capability in delivering quality solutions in all international markets. As we continue to win new clients across the world we are confident that GBST Syn~ will grow to become the leading solution for middle and back office processing globally."

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About GBST - www.gbst.com

GBST provides technology services to the financial services industry. The group comprises three divisions:

- **GBST Capital markets** through the Syn~ platform provides next-generation technology to process equities, derivatives, fixed income and managed funds transactions to global capital markets. In Australia, GBST also offers the GBST Shares platform which is the country's most widely-used middle- and back-office systems.
- **GBST Wealth Management** through the Composer platform provides funds administration and registry software to the wealth management industry, both in Australia and the United Kingdom. It offers an integrated system for the administration of wrap platforms, master trusts, superannuation, pensions, risk and debt.
- **GBST Financial Services** incorporating Emu Design, provides independent financial data and digital agency services for interactive website design, development, hosting, e-commerce platforms, and mobile and social networking solutions.

About Raymond James Financial, Inc. - www.raymondjames.com

Raymond James Financial, Inc. (NYSE: RJF) is a leading diversified financial services company providing private client group, capital markets, asset management, banking, and other services to individuals, corporations, and municipalities. Its three principal wholly owned broker-dealers, Raymond James & Associates, Raymond James Financial Services, and Raymond James Ltd., have approximately 6,200 financial advisors serving in excess of 2.5 million client accounts in approximately 2,500 locations throughout the United States, Canada and overseas. Total client assets are approximately \$470 billion. Public since 1983, the firm has been listed on the New York Stock Exchange since 1986 under the symbol RJF. Additional information is available at www.raymondjames.com.

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