

# THOMSON REUTERS EIKON



**SMARTER, FASTER, MORE INTUITIVE.**  
THE CREDENTIALS.

## WHAT OUR CLIENTS ARE SAYING TODAY

“Thomson Reuters Eikon’s intuitive design, advanced visualisation and social tools help our traders get to the data and communities they need in an instant”

**DIRECTOR OF FX TRADING,  
NATIONAL AUSTRALIA BANK**

“I think you have something with this new version. Looks and feels very slick. Thought I’d let you know - alerts email works like a dream.. My job just got easier!”

**OIL TRADER, UKI**

“The new Eikon is very intuitive, the new colour and search function, especially Eikon answers, incredible”

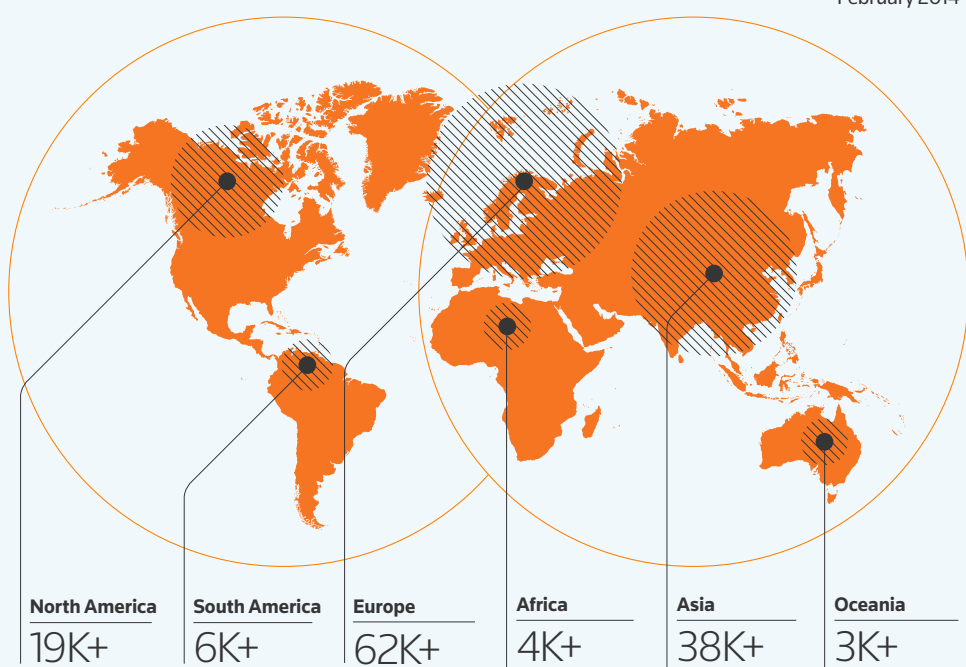
**CORPORATE TREASURER, UKI**

“This is like Apple for financial people”

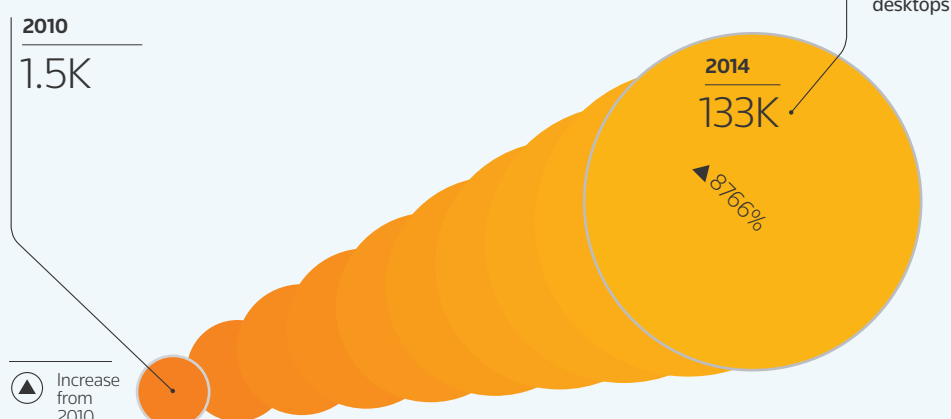
**GLOBAL HEAD OF CREDIT MARKETS,  
LARGE AUSTRALIAN BANK**

## GLOBAL FOOTPRINT

Installed desktops as of February 2014



## EXPLOSIVE GROWTH



## WHAT THE PRESS IS SAYING

### OUTSELL

“In the financial workstation space, there is really only Bloomberg and Thomson Reuters. In Thomson Reuters’ case, the data architecture keeps its news division and its financial and risk division separate”

### Wall Street & Technology

“When you think of a traditional market data platform, you think of having to remember symbology and codes. This was more akin to a Google search box”

### MARKETS MEDIA

“Eikon has seen a rapid uptake from traders and investors in recent months... And it is the recent revamps to Eikon that are most appealing to customers. The upgrades to Eikon have been designed to make the system simpler and more intuitive”

## Inside Market Data

“Thomson Reuters has rolled out a new release of its Eikon desktop data platform, featuring a slew of new enhancements to make its front-end interface more user-friendly and intuitive, and to make it easier for users to find and access the data they need....”

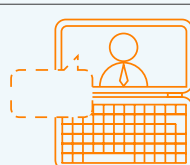
## THOMSON REUTERS MESSENGER

### STATISTICS

**210,000**

USERS ARE IN THE MESSENGER DIRECTORY

27,000 are buy side users



**20** CHAT FORUMS

moderated by Reuters journalists, including the Global Markets Forum where customers can benefit from the insight of leading industry thinkers and participants



**11** MILLION MESSAGES

are distributed over the network each day



**ONLY** VENDOR TO PROVIDE A MESSENGER SERVICE

to anyone in the financial community - either as part of Thomson Reuters Eikon or through our standalone offer

### USER LOCATIONS

**180+**

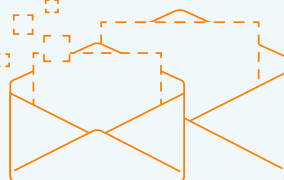
COUNTRIES IN TOTAL

Europe, Middle East and Africa

119 NATIONS

Asia  
31 NATIONS

Americas  
31 NATIONS



## EDITORIAL COMMUNITIES

**20**  
COMMUNITIES

### REGIONAL

|             |          |
|-------------|----------|
| INDIA       | CHINA    |
| BRAZIL      | RUSSIA   |
| AFRICA      | MEXICO   |
| JAPAN       | PORTUGAL |
| MIDDLE EAST |          |

### FIFX

|              |           |
|--------------|-----------|
| CHINA FI     | RUSSIA FI |
| DEALING ROOM |           |

### HORIZONTAL

GLOBAL MARKETS FORUM

### COMMODITIES

|        |          |
|--------|----------|
| OIL    | AGS      |
| GOLD   | EURO P&G |
| US P&G | METALS   |
| SOFTS  |          |

## THOMSON REUTERS AWARDS

### NAMED BEST

IN “EASE OF USING THE SYSTEM” CATEGORY

**ENERGY RISK ANNUAL SOFTWARE RANKINGS 2014**

DATA PROVIDER TO THE SELL SIDE

**SELL-SIDE TECHNOLOGY AWARDS 2014**

FIXED INCOME TRADING PLATFORM

**MARKET MEDIA ‘2014 MARKETS CHOICE AWARDS’**

### VOTED BEST

SPECIALIST PRODUCT (SOCIAL MEDIA MONITOR IN EIKON)

TECHNICAL ANALYSIS PLATFORM (THOMSON REUTERS EIKON)

**TECHNICAL ANALYST AWARDS 2014**

FIXED INCOME TRADING PLATFORM

**FINANCIAL NEWS’ TRADING & TECHNOLOGY AWARDS**

### NAMED BEST

FOREIGN EXCHANGE (FX) DATA PROVIDER  
LOW LATENCY DATA/ TECHNOLOGY VENDOR  
BEST COUNTERPARTY DATA PROVIDER

**INSIDE MARKET DATA AND INSIDE REFERENCE DATA AWARDS 2014 & 2013**

EIKON SOCIAL MEDIA MONITOR NAMED BEST NEW SERVICE

**CORPORATE ENTREPRENEUR AWARDS**

### VOTED BEST

MARKET DATA PLATFORM (EIKON)  
RESEARCH PORTAL (EIKON)

**PROFIT & LOSS READERS’ CHOICE DIGITAL MARKETS AWARDS 2014**

REFERENCE DATA PROVIDER

LOW-LATENCY DATA FEED PROVIDER

CORPORATE ACTIONS SOLUTION PROVIDER

**WATERS RANKINGS 2014**



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