



Broadridge®

FOR IMMEDIATE RELEASE

Media Contacts:

Ed Orgon
The Torrenzano Group
+1 212 681 1700
ed@torrenzano.com

Mike West
Vice President, International Marketing
Broadridge Financial Solutions, Ltd.
+44 (0)20 7551 3224
mike.west@broadridge.com

Broadridge Launches its PROactive Fee & Commission Management Solution in Asia Pacific

New white paper highlights challenges and opportunities for firms in Asia

LAKE SUCCESS, N.Y., Dec. 13, 2011 – [Broadridge Financial Solutions, Inc.](http://www.broadridge.com) (NYSE:BR) today announced the Asia Pacific launch of its PROactive™ Fee & Commission Manager solution to help financial organizations including banks, brokers-dealers and investment management firms in the region that are seeking to reduce their trading costs. The solution helps firms better manage brokerage fee and commission payments and receipts, while also driving increased operational efficiency and improved management control.

The solution provides full control of commissions and fees, ensuring that firms have the information required to manage payments and receipts across all financial instruments, entities and trading partners. As a result, firms can avoid being overcharged by basing commission and fee calculations on well-managed internal records. The solution also enables firms to take a business-wide view of payments and receipts, leading to increased buying power and cost savings, and the ability to negotiate improved brokerage terms and leverage best execution across trading relationships.

In conjunction with the launch, a new white paper sponsored by Broadridge entitled “Insights into Fee and Commission Management in Asia” is being made available. The paper takes a detailed look at the challenges for Asia-based financial organizations and identifies areas where technology can help. The paper, published by Shanghai-based financial technology research and advisory consultancy, Kapronasia, is now available at www.Broadridge.com/fee and www.Kapronasia.com.

Akhter Khan, Head of Asia Pacific, Securities Processing Solutions, International, Broadridge, said, “The challenges for firms operating in Asia are the complexity and number of relationships and fees that they have to deal with on a regular basis. We regard this solution as an important innovation and a timely response to market demand for greater oversight and control of fees and commissions.”

The solution is already market proven and delivering tangible business benefits to clients in Asia Pacific, as well as in western markets.

-ends-

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.