

## **Over 70% of Market Participants Indicate Their Trading Strategies are Latency Dependent**

**LONDON 4 October 2011** – [INTERXION](#) HOLDING NV (NYSE: INXN), a leading European provider of carrier-neutral colocation data centre services, today announced the first findings from the Interxion-sponsored 2011 [Automated Trader](#) Algorithmic Trading Survey, an annual survey of the trends and developments in the trading industry.

Over 500 market professionals from buy- and sell-side firms, exchanges and industry vendors around the world took part in the survey, with the results providing some fascinating insights into the current focus areas of the trading industry as well as the key requirements of market participants. In addition it reveals the extent to which trading firms use cutting-edge technologies, exotic data and plenty of innovative thinking as they seek to differentiate themselves and find that critical trading edge.

Highlighting the varying latency dependencies and the resulting requirement for both colocation and proximity solutions, 71.6% of respondents rated latency as crucially important to the success of their principal trading strategy. Of which 13.8% need the lowest possible latency for their strategy to be viable. The other 57.8% indicated that whilst latency is important to them, they don't necessarily need to be the very fastest, but that being slower does impact negatively on trading profits. Only 28.3% stated that latency made little or no difference to their trading performance.

The complete findings of the survey will be presented and discussed by an industry panel on the 10th October at the London Stock Exchange. Interxion invites market participants who are interested in attending the event to register at their earliest convenience via the website. The closing date for applications for places is this Wednesday (5th October).

Kevin Dean, Chief Marketing Officer at Interxion, comments, "These results further reflect the continued importance of latency to the trading community, something which has always been a key element of Interxion's financial hub offering. We remain fully committed to delivering value to our customers from the trading industry by offering additional connection points to trading venues and real-time market data feeds from our data centres."

Interxion hosts a range of liquidity venues, such as Equiduct, Quote MTF, Burgundy and the Nordic Derivatives Exchange, as well as access points to NYSE Euronext & Liffe, London Metal Exchange, Bolsa de Madrid and SIX Swiss Exchange. In addition, Interxion offers access to Deutsche Börse Group's trading systems through a shared market access solution.

