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## **SIFMA EUROPE ANNOUNCES BROADENED PRODUCT FOCUS IN EQUITIES**

### **LAUNCH OF A NEW PRIMARY MARKETS DIVISION AND INTEGRATION OF ESF**

**London, 14 April 2008** – The global board of the Securities Industry and Financial Markets Association (SIFMA) announced an expanded coverage of the equities markets with the integration of European Securities Forum (ESF) and a new European Primary Markets Division (EPMD).

Before today's announcement, SIFMA Europe had focused on the primary and secondary fixed income markets, with a strong policy and advocacy division that supports all business units. Now, SIFMA Europe is taking its successful business model and replicating it in equities.

"The integration of the ESF and the creation of the EPMD are instrumental in fulfilling our strategic objective of being a full service, member focused and pan-European trade association. Both additions also complement existing SIFMA activities in the US and Asia," said Karsten Moller, senior managing director and head of Europe and Asia.

Adding to SIFMA's product focus in equities, EPMD will cover new issues of equity and equity-linked securities in primary markets. The ESF, which represents major international banks operating in the European securities markets, will be the centre of competence for clearing, settlement and custody for SIFMA Europe. Werner Frey, formerly the ESF's CEO will become the managing director of the new division which will be renamed European Securities Services Forum (ESSF). Lorraine Charlton will now lead the EPMD, after serving as the executive director, regulatory policy and general counsel for the SIFMA affiliate the European High Yield Association,.

"Werner and Lorraine's considerable expertise will help us to develop and grow our membership base to include the whole European community. And to ensure both divisions will be truly independent in championing issues relevant to their members in their respective areas," added Moller.

Werner Frey, managing director, ESSF said, "Post trading is of strategic importance in capital markets and ESF's integration with SIFMA will bring added benefits to current members through increased efficiency and by leveraging SIFMA Europe's regulatory capabilities. This is particularly relevant in view of current major undertakings in

European post trading such as the dismantling of the Giovannini Barriers, the implementation of the Code of Conduct on Clearing and Settlement and the Target2-Securities Project.”

Lorraine Charlton, head of EPMD said, “The opportunity for the EPMD to make a difference for members is enormous. We already have some smaller initiatives underway, creating more efficient block trade practices and getting a better handle on selling restrictions in the Middle East. But we will be thinking about larger strategic initiatives in Europe, the Middle East and Africa, including fostering consensus around international underwriting standards, engaging constructively with the audit profession, and creating positive working relationship with regulators.”

For more information on the new divisions please click [here](http://europe.sifma.org/affiliates.shtml) (<http://europe.sifma.org/affiliates.shtml>).

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The **Securities Industry and Financial Markets Association** bring together the shared interests of more than 650 securities firms, banks and asset managers. SIFMA's mission is to promote policies and practices that work to expand and perfect markets, foster the development of new products and services and create efficiencies for member firms, while preserving and enhancing the public's trust and confidence in the markets and the industry. SIFMA works to represent its members' interests locally and globally. It has offices in New York, Washington D.C., and London and its associated firm, the Asia Securities Industry and Financial Markets Association, is based in Hong Kong. [www.sifma.org](http://www.sifma.org)

The prime objective of the **European Securities Services Forum** (ESSF) is a single integrated post trading system for securities transactions in Europe achieved through harmonisation, standardisation and consolidation as well as through supporting and enabling regulation. ESSF acts as an agent of change providing solutions in the clearing, settlement and custody space to reduce costs and risks of market participants. It represents the views and positions of its members towards public sector authorities and central banks both at European and at national levels. On issues of common interest it cooperates with SIFMA Operations Committees in the US and in Asia. <http://europe.sifma.org/affiliates.shtml>

The **European Primary Markets Division** is a new initiative designed to bring SIFMA's regulatory expertise and business-focused model to bear on Europe's primary markets covering new issues of equity and equity-linked securities. The EPMD mandate encompasses several inter-related objectives:

- Afford institutions that are active in the primary markets a forum to raise and discuss industry issues and concerns.
- Engage with regulators and other government bodies on behalf of its members through ongoing relationships and *ad hoc* consultations on relevant issues.
- Facilitate the development of best practice recommendations and standardise related documentation as appropriate and desirable.

- Provide communication, education, and public outreach through conferences and seminars.

<http://europe.sifma.org/affiliates.shtml>