

## La Roche & Co Banquiers use GLOX

The oldest bank in Basel went live on MACD's trading system GLOX

31.08.2011 – La Roche & Co Banquiers went live on MACD's trading system GLOX for SIX Swiss Exchange in August. Connectivity is carried out using both GLOX's trading front end and a direct connection to Avaloq via FIX 4.4. In this way, customer orders can be routed electronically to the exchange and the resulting executions flow electronically back into their back-office systems.

Hans-Kaspar Denzler, Head Trader La Roche & Co Banquiers, said: "I like the philosophy of MACD. They think long-term and not only sell a product, but also build upon a partnership with the customer. We are happy about the good support over the last months."

George Macdonald, CEO MACD, said: "We are very pleased that the oldest bank in Basel, La Roche & Co Banquiers, has joined the club this year, in which we will celebrate the 10 years-anniversary of GLOX. This is definitely the best birthday present until now. We hope to continue supporting La Roche & Co Banquiers for many years to come."

The trading system GLOX provides a hosted order management system with FIX connectivity to exchanges and other electronic markets. MACD launched the trading system GLOX in 2001 and continually adapt and expand it following the ongoing evolution of the financial market.

### About La Roche & Co Banquiers

The house of La Roche & Co Banquiers was founded in 1787 by Benedikt La Roche, making it the oldest bank in Basel. La Roche & Co Banquiers has subsidiaries in Bern, Olten and Hong Kong, as well as a representative office in Zurich. It is a member of the Association of Swiss Private Bankers and employs approx. 120 people. For more details, see: <http://www.larochebanquiers.ch/>

### About MACD

Founded in 1983, Macdonald Associates (MACD) is an established provider of exchange solutions, trading systems, FIX tools and consulting. MACD is one of the first Application Service Provider and has connectivity to various core banking systems. MACD is a member of the [FIX Protocol Organisation FPL](#) and has customers in nine countries. For more details, see: <http://www.macd.com>

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