

A More Diverse Market is a Better Market

MarketAxess creates real access for all





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Connecting investing giants with minority-owned brokers could double, triple or quadruple the fixed-income revenues of the firms on the platform.

— **Kourtney Gibson**

President, Loop Capital



When diversity meets technology

Now traders can support diversity-owned dealers and small businesses while also achieving best execution. A real win-win for all market participants.

Diversity expands the marketplace as a whole, and liquidity is the king of every trade. With the MarketAxess Diversity Dealer Initiative (DDI) you can achieve both more diversity and more liquidity without extra steps in your daily trade execution process. Now the opportunity to be impactful and socially responsible comes bundled with added value to your bottom line through greater pricing efficiency.

More options, better opportunities

- Added liquidity
- ESG focused
- Better pricing
- Equal playing field for smaller firms

The entire market is exposed to a greater range of broker-dealers.



Expanding market access for women-led organizations is a challenge that is only possible to overcome with thoughtful use of technology.

— **Annie Seelaus**

Chief Executive Officer, R. Seelaus & Co



Powering ESG

Driven by institutional investors such as pensions, insurers and endowments the ESG movement has gained unquestionable momentum. But while creating such mandates is crucial for more conscious investing, the means to ensure they are satisfied has been left in the hands of traders. Now the same powerful all-to-all trading technology that's leveled the global fixed-income playing field, MarketAxess' Open Trading, is being leveraged to help you fulfill your responsibilities while simplifying your workflow.

Connecting through technology

DDI enables the world's leading fixed income asset managers to easily connect and trade with eligible or certified, minority-, women- and veteran-owned broker-dealers.

When you trade, a round-robin methodology reviews a list of eligible diversity dealers and considers the trade volume executed with the dealer relative to their daily limits and seeks to execute with the broker-dealer who has the lowest trade volume for that particular product segment. The rotation occurs between the participating dealers that you select to equalize trading volume. However, buy-side institutions can still maintain a hands-on quality by choosing a priority broker-dealer—a designation that determines which dealer will process the first trade of the day. Additionally, you can prioritize minimum inquiry size, daily trade volume limits, as well as selecting whether broker-dealer is used for direct trading, or for post-trade confirmation.

For dealers, our platform lets you gain powerful insights into client trading preferences to help you service clients better and get a leg up on the competition.

Overcoming hurdles

Having good intentions may not always lead to the best results. That's why our new technology enables orders to be promoted and exposed more broadly, creating a seamless process for asset managers to garner relationships with a much greater range of broker-dealers that previously wouldn't have been considered for processing these trades.

Additionally, we've made it easy for asset managers to navigate the Diversity Dealer universe. All diversity firms are carefully vetted and certified, providing a comfort level for transactional capability and the specialty of each participating firm within the marketplace. Certifications are monitored and renewed to ensure constant compliance.

"It's an efficient way for us to meet our mandate requirement and it gives the diversity brokers access to trade and volume. And there's no extra work on my end."

— Emily Keinz, Senior Portfolio Analyst, Brigade

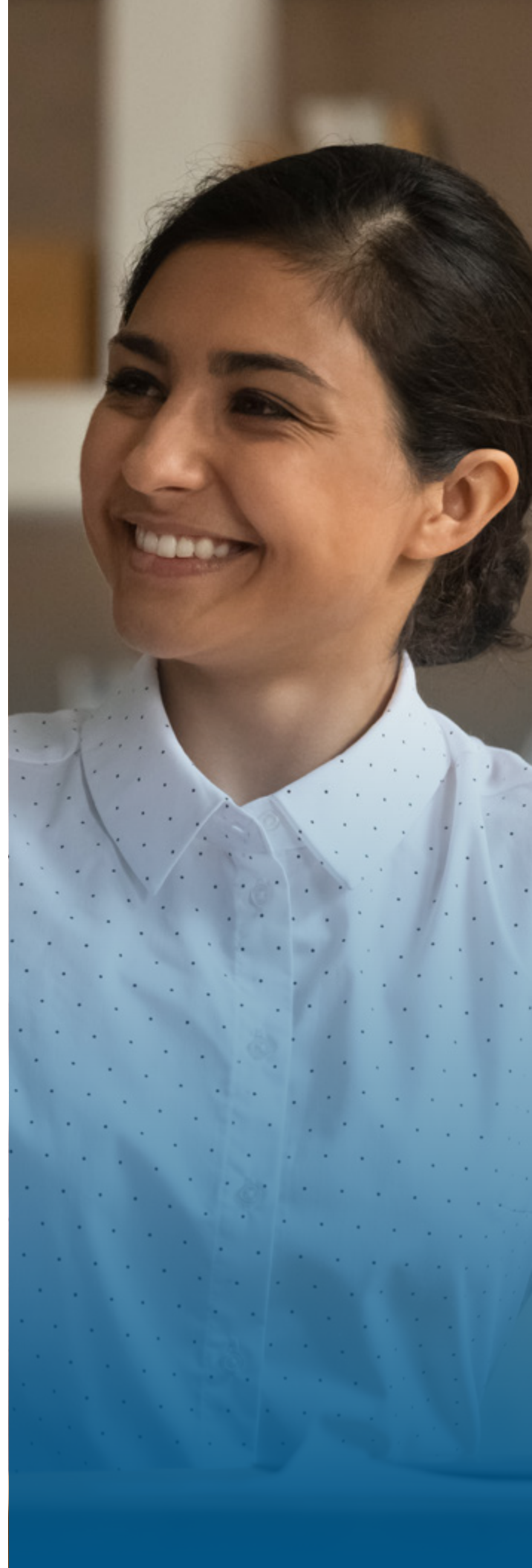
More access. More diversity.

For minority-owned firms access to a level playing field is key. The initiative helps eliminate other barriers to entry, by elevating the capabilities of these diversity firms and placing them at the forefront of trade processing. Not only does expanding the number of relationships provide growth opportunities, but is also creates a broad marketplace which elevates trade execution quality.

Now you can help drive meaningful progress for diversity-owned businesses while simultaneously making a more efficient, engaging and rewarding marketplace.

Interested in getting involved?

[JOIN THE INITIATIVE](#)





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