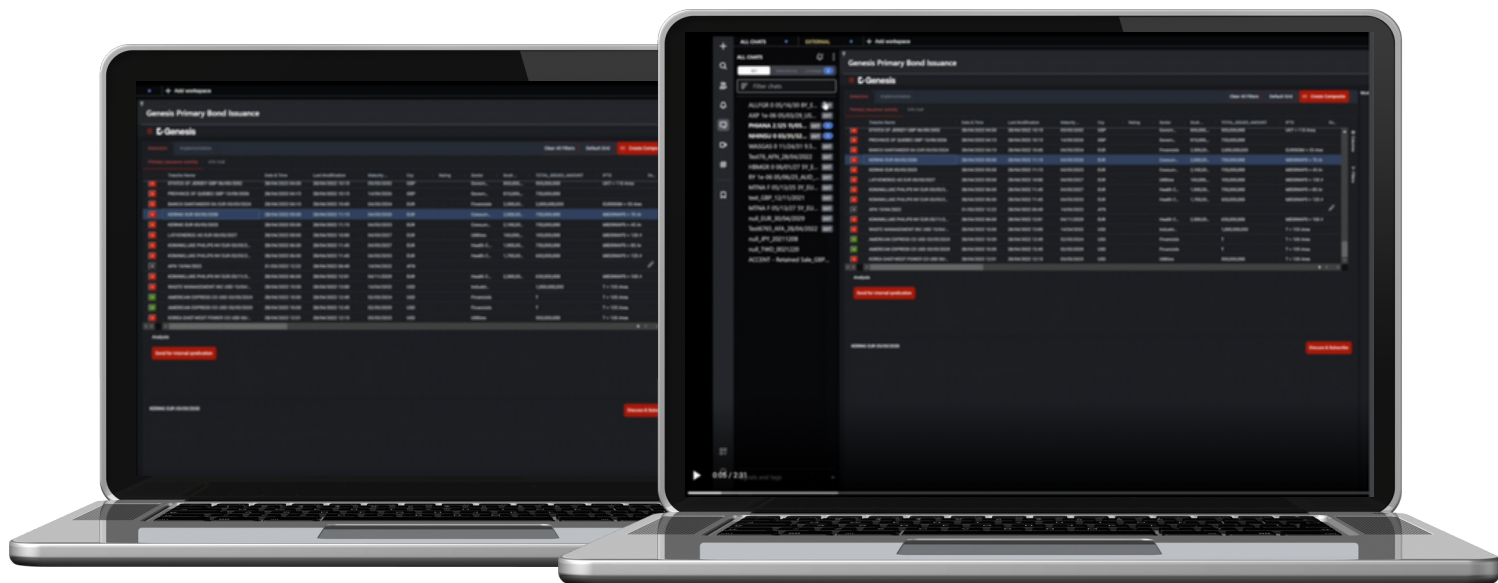


Primary Bond Issuance Application (PBI)

Genesis Primary Bond Issuance (PBI) is a data aggregation and collaboration solution for fixed income teams active in primary bond markets. Featuring integrations to multiple data sources and order management systems, fully-audited workflow and available as a hosted solution, PBI helps teams make better and faster investment decisions.

A Holistic View of the New Issue Market

In today's fast-paced bond syndication landscape, immediate and effective decisions are critical for asset managers. Fragmented new issuance data and diversified tools and workflows can complicate deal evaluation, causing delays, missed opportunities and potentially compliance infractions. Addressing these challenges, PBI provides a unified, compliant platform for traders, portfolio managers and analysts to collaborate. It consolidates issuance data and analytics to streamline deal monitoring and evaluation, to enhance deal participation and accelerate decision making.



Streamlining Primary Market Workflows Through Integration and Collaboration

PBI is a flexible and modular solution designed to fit into your existing workflow. It provides powerful features to streamline the syndication process and maximize deal participation, centered around four key pillars: Detect, Decide, Act, and Comply.

Detect

Data aggregation across diverse sources provides a comprehensive view of the market for rapid opportunity detection.

Act

Integration with E/OMS and internal systems enables streamlined order management and efficient execution of compliance checks.

Decide

Combination of new issue data, in-house analytics and compliant chat rooms enables informed, centralized decision-making.

Comply

Fully-audited workflow tracking data changes and user activity ensures adherence to internal and regulatory standards.

Key Features

1. **Data Aggregation:** Integrates and aggregates issuance data from DirectBooks, S&P Global (Ipreo) and Bloomberg, as well as flat files and manual entry.
2. **Collaborative & Compliant Workflow:** End-to-end workflow centered on issue-specific, integrated and audited Symphony chat rooms, improving efficiency and ensuring traceability.
3. **OMS Integrations:** Integrates with order management systems via API or FIX, to streamline how allocation requests are transmitted and filled orders communicated.
4. **Internal System Integrations:** Connects to internal systems for reference data, real-time analytics and compliance checks, enabling centralized decision making and regulatory adherence.
5. **Audited Workflow:** Tracks all data changes and user activity across the platform, enhancing traceability and strengthening compliance.

About Genesis

Genesis Global empowers financial market organizations to rapidly innovate through an application development platform, pre-built solutions and reusable components, to accelerate creation of secure, high-performance, and resilient applications. Strategically backed by Bank of America, BNY Mellon and Citi, our mission is to reinvent how the industry creates technology, by replacing the buy vs. build challenge with a buy-to-build solution.