



Penson Financial Services Canada Inc.

The Future of Correspondent Clearing in Canada

InsideEdge

Volume 1, Issue 1

Spring 2011

Post-Conversion Update...

Special points of interest:

- Post Conversion
- What's New
- Our New Products
- Coming Soon!

Over three months has past since the successful conversion of our securities processing and financial services technology to the Broadridge Financial Solutions, Inc. platform. Converting over 100 firms was not an easy task, but we had a tremendously successful conversion notwithstanding the sheer size of this undertaking. As would be expected of a conversion and integration of this level, we did have some issues to address with our new partner and our clients.



We thank you for all your comments and feedback on our new products. As a result of your comments, we are enhancing the products so we can increase your productivity and provide greater usability. With the conversion behind us now, we are focusing on providing top-notch service that you have enjoyed in the past.

What's New...

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With our new technology platform, our clients may streamline their businesses, reduce costs and increase flexibility. Penson Financial Services Canada Inc. (PFSC) is now positioned to expand market opportunities to a wider range of brokerage firms in Canada that have a traditional self-clearing platform.

Now that we are on the Broadridge platform, all tax receipts will be managed in a one-view application. We are looking forward and have started to plan for our 2011 tax documentation and work flow.

Securities pricing is being monitored at PFSC and we are working closely with Broadridge and their price vendors on matters relating to pricing.

As such, we have made improvements in address any securities pricing discrepancies.

For our next round of Aspire enhancements, we are scheduling to test these enhancements at the beginning of June.

Through our partnership with Broadridge, we have expanded our suite of products which have been specifically tailored to our business and to the Canadian market.

Access to our New Products

Aspire Broker

Aspire Broker is a browser-based desktop tool that is seamlessly integrated with Broadridge's Brokerage Processing Services platform. It provides fast and easy access to customer account information and order processing capabilities. Aspire Broker also offers database query functionality for quick and easy sorting of valuable account data.

Aspire Broker is able to provide real-time access to critical customer data. It is specifically designed for brokerages and correspondent clearing firms, and can be used to support retail brokerage businesses. It helps firms maximize productivity by incorporating key application functionality such as web-based capabilities and electronic reporting.

Aspire Investor

Aspire Investor is a web-based application that allows your end client to track balances, positions and holdings real-time in their accounts. It also acts as a document repository, making e-statements, e-confirms and tax documentation accessible online via a secure sign-in. Aspire Investor is user customizable, enabling users to view their accounts individually or as a group. This flexible application allows users to organize their investment information in a way that is meaningful to them.

PostEdge

PostEdge is an electronic document repository solution that brings your business critical data and reports to you in an efficient and secure manner. PostEdge also allows comprehensive document search and mining capabilities that help automate many daily business operations.

PostEdge users can take advantage of the powerful report mining component by viewing traditional report documents and applying full-text searches to retrieve important information.

Report Date	Report Type	Report Name	Report File Size	Report Size
05/13/2010	BKEDIT - (Bookkeeping Edit Report) (M+)	BKEDIT - (Bookkeeping Edit Report) (M+)	05/04/2010	4,466,342
05/04/2010	BKEDIT - (Bookkeeping Edit Report) (M+)	BKEDIT - (Bookkeeping Edit Report) (M+)	05/05/2010	2,995,300
05/15/2010	BKEDIT - (Bookkeeping Edit Report) (M+)	BKEDIT - (Bookkeeping Edit Report) (M+)	05/06/2010	3,471,432
05/06/2010	BKEDIT - (Bookkeeping Edit Report) (M+)	BKEDIT - (Bookkeeping Edit Report) (M+)	05/07/2010	3,076,643
05/07/2010	BKEDIT - (Bookkeeping Edit Report) (M+)	BKEDIT - (Bookkeeping Edit Report) (M+)	05/08/2010	2,960,818
05/03/2010	DLYSRN - (Daily Stock Record) (M)	DLYSRN - (Daily Stock Record) (M)	05/04/2010	203,980
05/03/2010	DLYSRN - (Daily Stock Record) (M)	DLYSRN - (Daily Stock Record) (M)	05/05/2010	232,351
05/04/2010	DLYSRN - (Daily Stock Record) (M)	DLYSRN - (Daily Stock Record) (M)	05/06/2010	190,422
05/06/2010	DLYSRN - (Daily Stock Record) (M)	DLYSRN - (Daily Stock Record) (M)	05/07/2010	196,155
05/07/2010	DLYSRN - (Daily Stock Record) (M)	DLYSRN - (Daily Stock Record) (M)	05/08/2010	202,840
05/03/2010	NBKJNL - (Bookkeeping Journal) (M)	NBKJNL - (Bookkeeping Journal) (M)	05/04/2010	3,784,924
05/04/2010	NBKJNL - (Bookkeeping Journal) (M)	NBKJNL - (Bookkeeping Journal) (M)	05/05/2010	888,394
05/05/2010	NBKJNL - (Bookkeeping Journal) (M)	NBKJNL - (Bookkeeping Journal) (M)	05/06/2010	1,825,035
05/06/2010	NBKJNL - (Bookkeeping Journal) (M)	NBKJNL - (Bookkeeping Journal) (M)	05/07/2010	914,430
05/07/2010	NBKJNL - (Bookkeeping Journal) (M)	NBKJNL - (Bookkeeping Journal) (M)	05/08/2010	928,907
05/04/2010	PSBLT - (P&S Trade Blotter) (M+)	PSBLT - (P&S Trade Blotter) (M+)	05/04/2010	98,436
05/04/2010	PSBLT - (P&S Trade Blotter) (M+)	PSBLT - (P&S Trade Blotter) (M+)	05/05/2010	95,507
05/05/2010	PSBLT - (P&S Trade Blotter) (M+)	PSBLT - (P&S Trade Blotter) (M+)	05/06/2010	10,504
05/06/2010	PSBLT - (P&S Trade Blotter) (M+)	PSBLT - (P&S Trade Blotter) (M+)	05/07/2010	46,427
05/07/2010	PSBLT - (P&S Trade Blotter) (M+)	PSBLT - (P&S Trade Blotter) (M+)	05/08/2010	41,840

Now Available... OpenAdvantage®

We are pleased to announce our new online account opening application **OpenAdvantage®**. Some of its features include:

- Online submission of account opening information
- Easy to use navigation
- Access to dashboard to view account status
- Secure access to protect your information

OpenAdvantage® is now available for portfolio manager firms. Your Relationship Manager will be on hand to assist you with the initial setup and training. For introducing broker firms, please stay tuned.

Accounts Pending Per State

State	Count
Cancelled	1
Pending	2
Open	3
Pending Branch Approval	4

Accounts In Flight

RR Code	Account #	Account Name	Workflow Item
BT00	500003A8	Howard Shield	Pending Branch Approval
BT00	500003A8	Howard Shield	Pending Branch Approval
DM00	500005R5	Gupta Nina	Pending Branch Approval
DM00	500005A3	Gupta Nina	Pending Branch Approval
DM00	500005B2	Gupta Nina	Pending Branch Approval
CF00	500007B8	Marzicki & M	Pending Branch Approval
CF00	500009A4	Sheldonia In	Pending Branch Approval

Upcoming Products in Q4 2011 and 2012

Client Account Request System (CARS) - Scheduled for Q4 2011

A real-time straight through platform processing directly into back office books and records. Instead of emailing or faxing client requests, correspondents can simply point-and-click to effect changes immediately, corresponding directly with the back office.

Events Management Application (EMA) - Scheduled for Q2 2012

An online automated re-org system that electronically allows for the inputting client instructions and monitoring all client elections.



Penson Financial Services Canada

Member of the IIROC and CIPF

Penson Financial Services Canada Inc. is a technology focused provider of securities services outsourcing, offering flexible customized solutions to all types of participants in the financial services industry globally.

As part of the Penson Worldwide group of companies, our facilities in Canada, United States, U.K., Australia and Asia play an important role as a trade execution, clearing, custody and/or technology provider for investment firms. We support a wide range of business models including full service retail brokers, institutional firms, online brokers, ATS's, DMA clients and portfolio managers.

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Flexible, Responsive, Adaptable. Make Penson part of your business strategy.

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