

## PRESS RELEASE

### **TrueFX voted 'Best New Product' at Markets Choice Awards**

**PALO ALTO (May 11, 2020)** – TrueFX, a purpose-built OTC market designed for the buy-side, is delighted to announce that it has been recognised as Best New Product in the 2020 Markets Choice Awards.

TrueFX has been designed to provide all market participants with direct access to FX liquidity through a single point of credit intermediation and technology integration. The venue won Best New Product in the Markets Choice Awards by demonstrating the significant efficiencies, scale, and cost reductions the solution offers FX market participants.

Harpal Sandhu, CEO of Integral and technology provider for TrueFX said: “We are honoured to be recognised as Best New Product in the 2020 Markets Choice Awards. The aim of TrueFX was to connect the market at low-cost through a unified credit and technology solution and we have been delighted by the response from the market since announcing the service last November. Thank you again Markets Choice Awards for recognising our contribution. This was a great team effort across Integral and Jefferies FXPB.”

Now in its eighth year, the Markets Choice Awards span the major sectors of institutional trading and technology – buy-side traders, sell-side execution desks, exchanges and platforms, incumbent technology providers and emerging fintech firms. Their methodology in selecting nominees and then winners is simple yet thorough and keeps the focus on the most important opinions: those of market participants.

###

#### **About TrueFX**

[TrueFX](#) is an accessible, low cost, spot trading facility delivered by Integral technology, centrally cleared by Jefferies FX Prime Brokerage and supported by a network of TrueFX clearing members, including FXCM, Axicorp and Velocity Trade. TrueFX combines centralized credit and technology to deliver a lower-cost and operationally efficient environment for counterparties to connect.

## About Integral

[Integral](#) is a financial technology company that helps its customers - banks, brokers, and asset managers - outperform their competition in the foreign exchange market through innovative solutions for workflow management and advanced execution. This powerful cloud-based platform is the industry's only answer for FX institutions that want to design and deliver complete solutions tailored to their businesses. Integral's modern approach of addressing the entire FX lifecycle with an intelligent platform allows its customers to achieve the lowest transaction costs, greatest operational efficiency, and highest yield. Founded in 1993, Integral maintains development, support, and sales offices in Palo Alto, New York, London, Tokyo, Singapore and Bangalore.

©2020 Integral Development Corp. All rights reserved. Integral technology is protected under U.S. Patent Nos. 6,347,307; 7,882,011; 8,417,622; 8,862,507, 9,412,134; 9,836,789, and patent pending applications and related intellectual property. Additional information is available at <https://www.integral.com>

For media inquiries, please contact:

Kate Bennett, Integral, +44 207 154 8019 [kate.bennett@integral.com](mailto:kate.bennett@integral.com)