

CONNECTING INSTITUTIONAL LIQUIDITY

THE MARKET ALREADY HAS THE LIQUIDITY.
IT SIMPLY ISN'T CONNECTED.

True Market connects institutional investors through a trusted broker-dealer infrastructure that enables buy-side to buy-side trading and expands access to unique dealer liquidity.

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Liquidity Is Already There

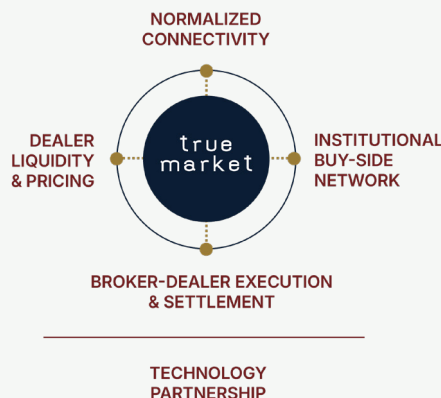
The Market Today

Liquidity exists across the buy-side and dealers, but remains fragmented and hard to access.



The Connected Marketplace

True Market connects institutional investors, dealer liquidity, and enterprise technology through one trusted institutional marketplace.



The Competitive Advantage

A connected marketplace creates better outcomes for **every participant**.

MORE LIQUIDITY

More inventory. More counterparties.

LOWER COSTS

\$25 per trade execution.

BETTER EXECUTION

Better pricing. Better matches.

SIMPLER TECHNOLOGY

One connection. A growing network.

CLIENT-LED INNOVATION

Shape future capabilities.

Every institution that joins expands the value of the marketplace for every institution already connected.

Why the Network Becomes More Valuable

Network Effect

Every new participant expands liquidity and execution opportunities across the network.

Buy-Side Connectivity

Connect directly with institutional counterparties beyond traditional dealer inventories.

Differentiated Access

Unique dealer liquidity and pricing provide broader access through one normalized platform.

Technology Partnership

Priority enhancements backed by dedicated technical resources.

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Built With Institutions, Not Just For Them.
Together, we're connecting institutional liquidity.

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