

DATE

November 19, 2019

SECTORS

Technology & Software
Financial Services

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM

DC Advisory advised MarketFactory on an investment by and sale to ION Group



DC Advisory acted as the exclusive financial advisor to MarketFactory, a B2B SaaS company providing a single API to all currency exchanges, on its sale to ION Group. ION Group is one of the largest global providers of mission-critical trading and workflow automation software solutions to financial institutions, central banks, governments, and corporates.

MarketFactory provides a low-latency cloud that connects foreign exchange traders with over 85 exchanges to maximise their access to liquidity. MarketFactory enables IT departments to constantly add venues and maintain access through a single API. MarketFactory is also a leader with their pre-trade risk management software that prevents runaway algorithms.

ION software helps institutions improve decision-making, increase efficiency, simplify complex processes and empower their employees. ION Group provides pricing, market making, position and risk management, securities finance, trade execution, trade processing, and enterprise risk management solutions.

The DC Advisory team led by Chris Hastings and Steve Dana were great partners and delivered an outstanding result by exploring all alternatives and managing our transaction from inception to close. We were impressed by their patience, advocacy, and tireless determination to get a successful deal done for the company. They generated a fantastic outcome for MarketFactory's employees and shareholders both in terms of value and a new partner to support growth.

Darren Jer
CEO of MarketFactory