

LMAX Digital continues its expansion with senior institutional sales appointments in the US and Europe

London, New York, 5th October 2022 – LMAX Digital, the leading institutional spot cryptocurrency exchange and part of LMAX Group, has appointed Bryan Christian as Director of US Sales and Cassandra Cox as Director, Institutional Sales in Europe, as it continues to build its presence globally. Bryan will be based in New York and Cassandra in London. Both executives report to Jenna Wright, Managing Director of LMAX Digital.

Bringing over 25 years of financial services experience and a wealth of institutional sales knowledge, Bryan and Cassandra will oversee the growth and expansion of LMAX Digital's sales coverage for institutional clients in the United States and Europe, respectively.

Previously, Bryan has managed global sales teams at Cboe, NASDAQ and Bloomberg. Cassandra most recently served as Managing Director of Institutional FX & Emerging Market Sales at Société Générale.

Commenting on the appointments, **Jenna Wright, Managing Director of LMAX Digital**, said: "Bryan and Cassandra join LMAX Digital at an important time as we continue to build our crypto product pipeline and expand globally. Despite the crypto winter and more challenging macro climate, we remain focused on the long-term opportunity of the asset class and are scaling up for the future needs of our clients. The combined depth of experience and strong institutional relationships that Cassandra and Bryan bring will be extremely valuable as institutional interest in crypto assets increases and we accelerate our growth trajectory."

Bryan Christian said, "I joined LMAX Digital because it has a truly unique position in the marketplace. There is no other institutional exchange like it today. I am excited to be joining a group of innovative leaders and I look forward to helping the company navigate a rapidly evolving environment and finding innovative ways to better serve our existing clients and introduce new ones to our crypto product offering."

Cassandra Cox added, "With my background in FX, LMAX Group is well known to me and I have followed the success of LMAX Digital closely. I am delighted to have the opportunity to join such a dynamic team, with clear focus and understanding of how to grow its offering for institutional clients. I look forward to working together with my colleagues to build new client relationships at a pivotal phase for institutional adoption of this growing asset class."

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Notes to Editors

About LMAX Digital

LMAX Digital is a regulated institutional spot crypto currency exchange, run by the LMAX Group, which also operates several leading FCA regulated trading venues for FX, metals and indices. Based on proven, proprietary technology from LMAX Group, LMAX Digital allows global institutions to acquire, trade and hold the most liquid digital assets, Bitcoin, Ethereum, Litecoin, Bitcoin Cash, XRP, and Solana, safely and securely.

LMAX Digital delivers complete transparency, open access and a level playing field for all crypto currency market participants, within a secure and trusted trading environment.

LMAX Digital is regulated by the Gibraltar Financial Services Commission (GFSC) as a DLT provider for execution and custody services.

About LMAX Group

The LMAX Group is a global financial technology company and the leading independent operator of multiple institutional execution venues for FX and crypto currency trading.

The Group's portfolio includes LMAX Exchange (institutional FX exchange and FCA regulated MTF), LMAX Global (FCA and CySec regulated brokers) and LMAX Digital (GFSC regulated institutional spot crypto currency exchange).

LMAX Group is unique in offering market access to all FX customer segments, transforming the world's largest asset class to an open, transparent marketplace with fair, precise & consistent execution. LMAX Group services funds, banks, asset managers and retail brokerages in over 100 countries. The Group builds and runs its own high performance, ultra-low latency global exchange infrastructure, which includes matching engines in London, New York, Singapore and Tokyo.

LMAX Group www.lmax.com