



## LMAX EXCHANGE SUPPORTS WORLD RECORD ARCTIC RUGBY CHALLENGE

### CEO David Mercer to test his rugby skills at the North Pole

**London, UK – 4 March 2014** - LMAX Exchange, the FCA regulated MTF for FX, is very pleased to support the Arctic Rugby Challenge, a pioneering charity expedition to the Magnetic North Pole.

David Mercer, CEO of LMAX Exchange, will take part in the unique world record expedition and play the northernmost rugby match.

The Arctic Rugby Challenge 2015 has been organised by the children's rugby charity Wooden Spoon. The expedition will be led by the world class maritime polar adventurer, Jock Wishart who will be joined by former Rugby Union Internationals Tim Stimpson (England and British Lions) and Pat Sanderson (England).

Setting out from Resolute Bay, Canada, in mid-April 2015 the team will trek up to 100 miles to one of the furthest places north on the planet, the certified position of the Magnetic North Pole, in just 7 days. Once at the Magnetic North Pole the team will play the northernmost rugby match in history, captained by rugby legends Tim and Pat.

**David Mercer, CEO of LMAX Exchange commented:** "This challenge is a once in a lifetime opportunity to embark on a challenging expedition with Jock whilst raising money to help make a difference to the lives of disadvantaged children and young people. The financial services industry has endured some stormy headlines in recent years, but hopefully initiatives like this one show that we can also be a force for some good in the world. I am excited by these challenges, and pleased that LMAX Exchange is able to play a role in making this happen."

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#### About LMAX Exchange

The award-winning LMAX Exchange is the leading MTF for FX authorised and regulated by the FCA. Servicing brokers, funds, corporates, asset managers and banks, LMAX Exchange delivers a unique vision for global FX trading - a transparent, neutral, level playing field for all market participants, regardless of status, size or activity levels.

The LMAX Exchange OPEN order book is driven by streaming, non 'last look' limit orders supplied by General Member liquidity providers. LMAX Exchange offers markets in 66 FX pairs, spot Gold and Silver, with complete pre and post-trade transparency and order execution where no 'last look' is standard. Orders are executed in strict price/time priority at an average speed of 4ms.

LMAX Exchange has been credited in the marketplace for being the first to have launched a truly exchange-style trading model with order matching based on price/time priority that provides pre-trade anonymity but full post-trade transparency.

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**Follow LMAX Exchange on Twitter @lmax, and David Mercer @mercerdavid**

#### About Wooden Spoon

Wooden Spoon is the children's charity of rugby. Spoon harnesses the spirit and values of rugby to improve the quality and prospect of life for disadvantaged children and young people across the four home nations.

More than 3.5 million young people grow up in areas of deprivation with diminished opportunities. In the last 30 years Spoon has supported over 600 projects across 40 regions with more than £20 million helping over 1 million children and young people.

Spoon projects range from sensory rooms, interactive gardens and playgrounds for special needs children to the Game On! community rugby programme which uses the "power of sport" partnering with leading rugby bodies to improve the quality of life and long term prospects for disadvantaged children and young people across the British Isles.

**Follow Wooden Spoon on Twitter @charityspoon**



**Jock Wishart:**

Jock Wishart is a maritime and polar adventurer, sportsman and explorer. Until his successful 2011 Old Pulteney Row to the Pole, he was best known for his circumnavigation of the globe in a powered vessel, setting a new world record in the Cable & Wireless Adventurer and for organising and leading the Polar Race.

In 1996 Wishart and David Hempleman-Adams organised The Ultimate Challenge, in which they chose 10 arctic novices from over 500 applicants and successfully led them to the Magnetic North Pole. Following the success of this expedition, which proved that novices could be trained and equipped for a Polar expedition, the two men established The Polar Race. The first Polar Race was April 2003. Before April, it's too dark and after April there's open water. Since 2003, the race has been run every other year: 2003, 2005, 2007, 2009 and 2011. As of May 2007, three races have been run with 40 out of 41 competitors successfully reaching the Pole. In the ensuing two races, every competitor reached the North Pole.

In 2011 Wishart led a crew on a voyage that rowed 500 miles on journey to the 1996 certified position of the Magnetic North Pole. The expedition team included Adventurers and mariners Mark Delstanche, Rob Sleep, Billy Gammon and Captain David Mans. The BBC filmed the expedition for a TV documentary and its filmmaker Mark Beaumont joined the crew. The boat was named The Old Pulteney after the projects sponsor's single malt whisky brand.