

## ADVERTISING COPY AND CAMPAIGNS


Client: Kaspersky Lab

Project: Concept and copy for a multi-media campaign



Client: Patsystems trading technology

Project: Advert for a comprehensive trading solution



# The whole Moon.

Some platforms give you half the picture.  
Not Patsystems. We cover all your trading needs.

Whether you're a sole trader or a large financial institution, we provide a total solution:

- An industry-leading front-end (J-Trader) offering access to global markets from a single screen
- The ability to trade options, futures and forex
- Access to more than 25 exchanges
- Unrivalled customer support
- An API to help you create fully automated, tailor-made solutions
- Above all, TradeMark. Our new platform and front-ends will be the most advanced in our industry. See [www.patsystems.com/trademark](http://www.patsystems.com/trademark)

**Don't settle for less.**

Patsystems – for people with vision

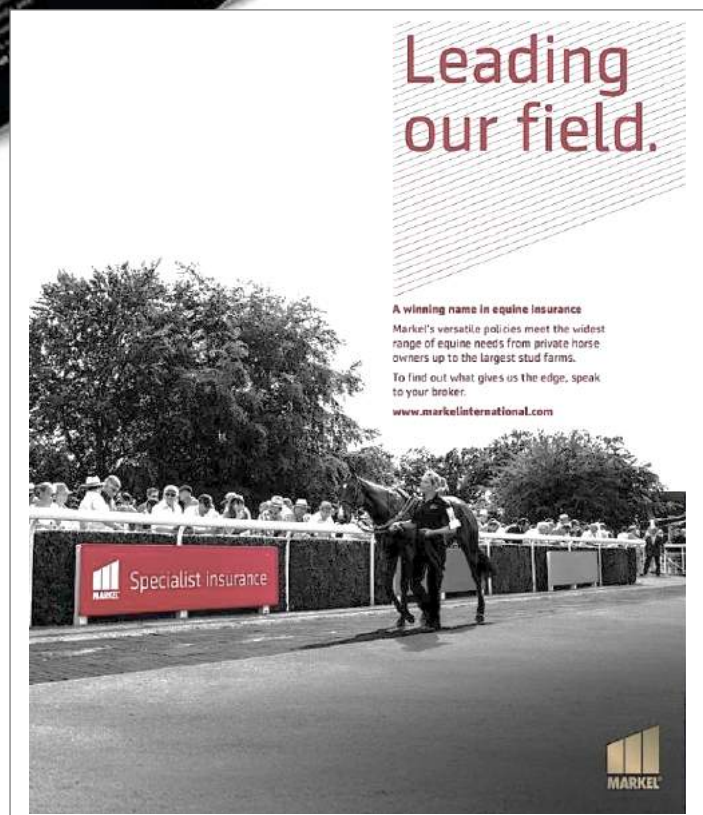
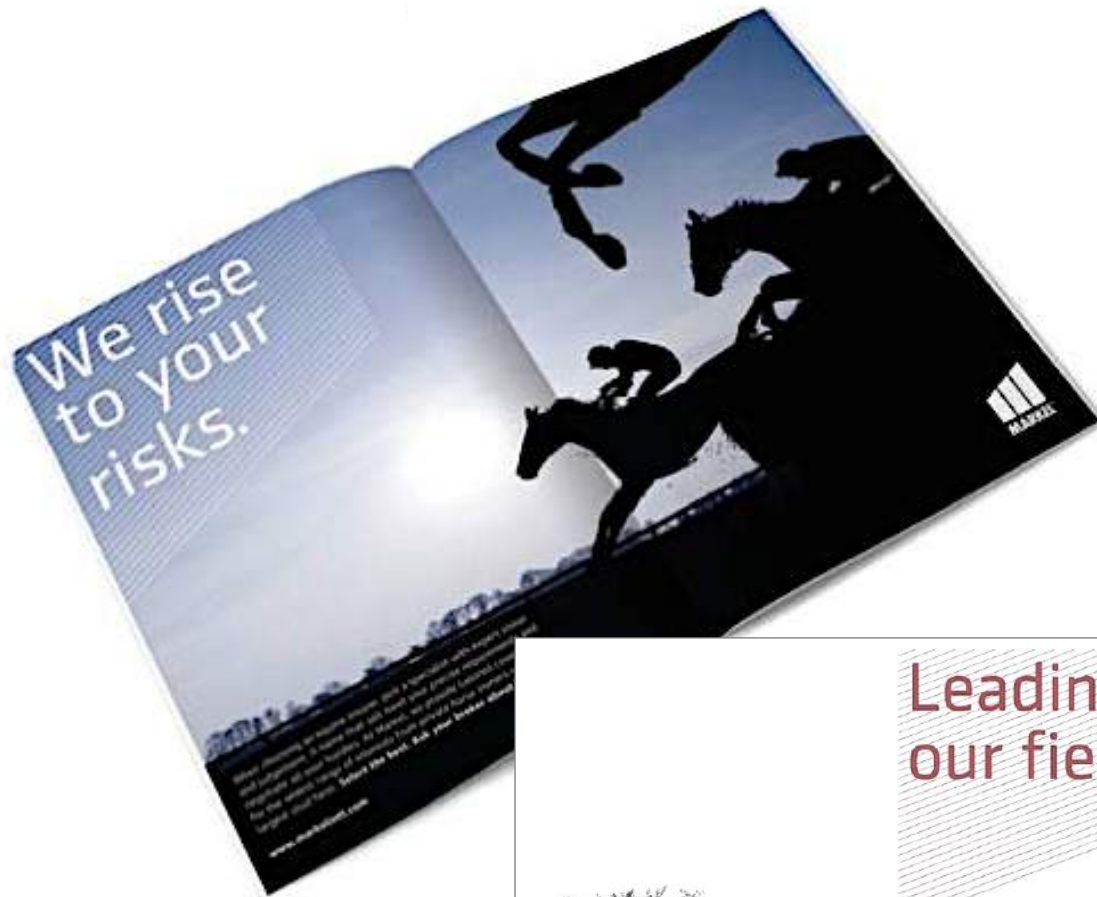
**patsystems**  
professional automated trading systems

Chicago	+1 312 922 7600
London	+44 20 7940 0490
New York	+1 212 425 2680
Singapore	+65 6216 0454
Tokyo	+81 3 3668 9372
Sydney	+61 2 9293 2523



Client: Markel International

Project: Adverts for an equine insurance division



## Leading our field.

**A winning name in equine insurance**  
Markel's versatile policies meet the widest range of equine needs from private horse owners up to the largest stud farms. To find out what gives us the edge, speak to your broker.  
[www.markelinternational.com](http://www.markelinternational.com)

**Client:** Markel International

**Project:** Advert for a trade credit insurance division



**Whatever  
you trade,  
we'll keep  
you afloat.**

**We manage risks and create  
business confidence.**

We protect sellers worldwide, ensuring  
they're shielded from buyer insolvency  
and non-payment.

If a trading partner founders, our  
flexible coverage will help you stay  
buoyant.

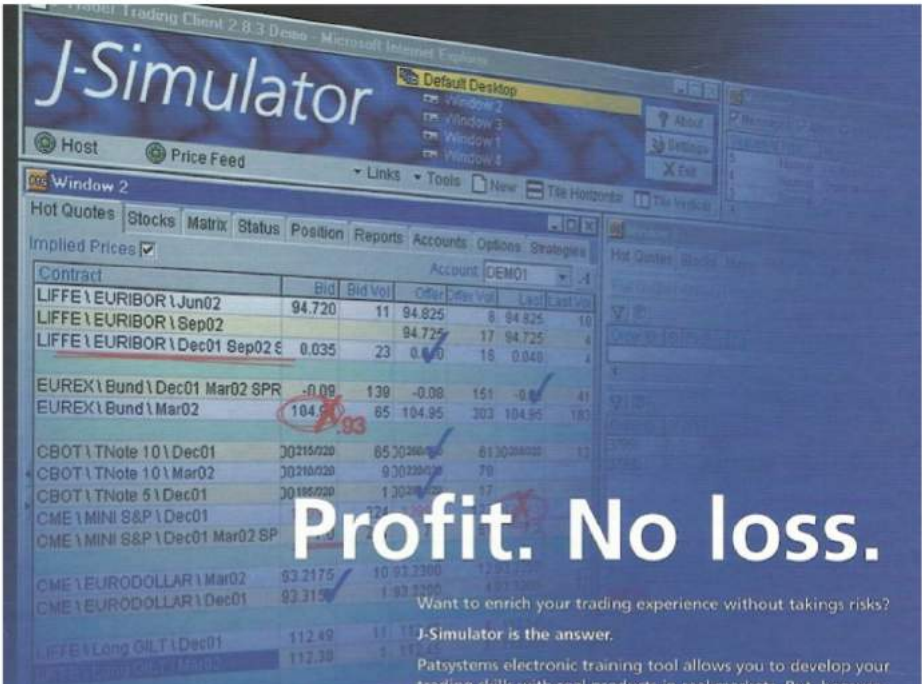
Find out how our trade credit division  
supports the marketplace.

**Markel International.  
We carry your risks.**



Client: Patsystems trading technology

Project: Advert for a simulator to help traders learn without loss



**Profit. No loss.**

Want to enrich your trading experience without taking risks?  
J-Simulator is the answer.

Patsystems electronic training tool allows you to develop your trading skills with real products in real markets. But, because your trades are not executed, you learn without losing.

J-Simulator provides:

- All the functionality of J-Trader
- The ability to keep positions overnight, see real-time profit and loss on open positions, and paper trade against real market price movements
- Live (or delayed) prices
- Automatic order-matching via the Patsystems Matching Engine

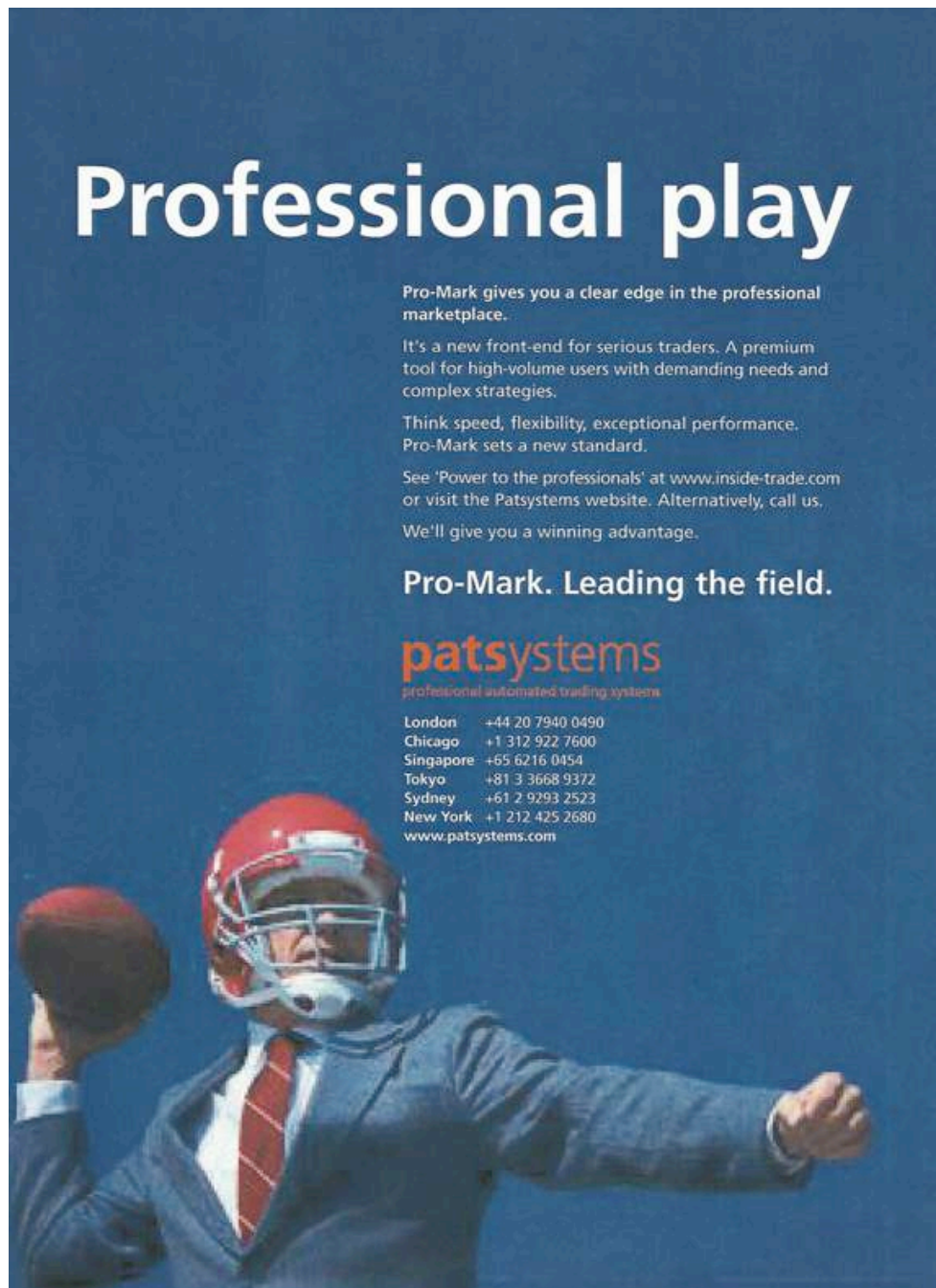
There's no substitute for experience. And when it comes to trading, J-Simulator will give you the edge you need. To find out more, contact us at [info@patsystems.com](mailto:info@patsystems.com).

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New York +1 212 425 2680  
Tokyo +81 (0) 3 3668 9372

Client: Patsystems trading technology

Project: Advert for a front-end for professional traders



# Professional play

Pro-Mark gives you a clear edge in the professional marketplace.

It's a new front-end for serious traders. A premium tool for high-volume users with demanding needs and complex strategies.

Think speed, flexibility, exceptional performance. Pro-Mark sets a new standard.

See 'Power to the professionals' at [www.inside-trade.com](http://www.inside-trade.com) or visit the Patsystems website. Alternatively, call us. We'll give you a winning advantage.

**Pro-Mark. Leading the field.**

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