



CODE RED ACCELERATES GLOBALIZATION

Opens San Francisco office and hires new head of client support in Hong Kong

Boston, MA, September 22, 2014 – Code Red, Inc., the leading provider of investment research technology, announces the opening of a San Francisco office and the hire of Norman Cheung as head of client support in Asia. The company is expanding to support a growing user base and has won clients of various asset classes across four continents this year.

To maintain first class support and accommodate client needs, Code Red has been expanding its office locations and personnel. This year, Code Red has increased the breadth of its install base in endowments, family offices, hedge funds, pensions, and sovereign wealth funds across Europe, North Africa, the Middle East, Asia, and the US. The company also signed its second client with over 1,000 users earlier in 2014. The Code Red RMS™ features unrivaled configurability and scalability to model proprietary workflows, allowing firms of various asset classes and sizes to create additional alpha.

“Code Red was our first choice because it delivers a system that is adaptable to the evolution of our office – it fulfills current needs and provides the flexibility necessary to accommodate future needs,” said David Ludwig, Director of IT & Analytics at the University of Notre Dame Investment Office. “Code Red allows us to customize our RMS to work the way our team works, making our investment processes more organized and efficient.”

Code Red opened a San Francisco office in September, establishing local support for current clients headquartered in the Western US, and preparing for an escalation of regional operations. Peter Keefe, a Code Red veteran of nine years, has relocated from Boston to head the company’s West Coast expansion. Keefe previously led the Boston consulting team, managing some of Code Red’s largest implementations at principal clients.

“Peter has always been greatly valued by clients. His work ethic and leadership make him the perfect fit for heading our Western expansion, as he can be trusted to provide unparalleled support to our clients in the region,” said Code Red CEO Tim Gavin. “The San Francisco office is just another stop on our company roadmap, and lays the foundation necessary for future office locations. As we continue to expand geographically, we remain committed to developing technology desired by firms in diverse marketplaces.”

In July, Code Red hired Norman Cheung to head client support out of the Hong Kong office, extending the company’s support for client onboarding in Asia. Cheung will oversee enterprise installations among Code Red’s growing client base in the region, and ensure the fluid adoption of product developments. Cheung joins Code Red from BNP Paribas where he gained a strong background in system support and implementations.

ABOUT CODE RED, INC.

Code Red, a global provider of investment research technology, enables firms to efficiently organize methods of research and contact management, data aggregation, due diligence, and compliance into an enterprise workspace that models a complete and repeatable investment process around proprietary workflows. The Code Red RMS™ is implemented at asset management firms, consulting firms, endowments, foundations, fund of funds, hedge funds, insurance companies, mutual funds, pension funds, private equity firms, and sovereign wealth funds. Code Red was established in 2004 in Boston, MA and has corporate offices in Hong Kong, London, and New York. For more information, contact Jaime Bean at (212) 867 6364 or visit www.coderedinc.com.