

**CEO
CFO****Neonet**Issue:
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Neonet AB Is A Global Agency Brokerage Firm And Technology Provider Offering Professional Market Participants The Opportunity To Trade Globally

**Financial
Brokerage/Technology
(NEO-STO)****Neonet AB
Kungsgatan 33 Box 7545
Stockholm, 103 93 Sweden
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**Simon Nathanson
President and CEO**

BIO:

Simon Nathanson is currently President and Chief Executive Officer of Neonet, a position he has held since 2004. He has over 20 years of experience from various key positions within the financial industry including Executive Vice President of the Stockholm Stock Exchange, President of the Derivatives Exchange OM Stockholm and President of the OM Fixed Income Exchange.

External board positions: member of the board of the Swedish Securities Dealers Association and Burgundy AB
Neonet AB shareholding*: 763,488 shares

Company Profile:

Neonet is a global agency brokerage firm and technology provider, offering professional market participants neutral, high-speed brokerage services and advanced trading software solutions. Neonet's in-house developed platform offers connectivity to the world's leading market places globally across the key regions of North America, Europe, Asia and Australia. Neonet's cutting-edge technology solutions, Neonet XG, include an integrated product suite. It features high-speed market connections, a comprehensive execution management system, market data services and advanced trading tools. Neonet is listed on the NASDAQ OMX Stockholm and has clients in over 20 countries globally. For more information, please visit: www.neonet.com.

**Interview conducted by:
Lynn Fosse, Senior Editor**

CEOCFO: Mr. Nathanson, what was the vision when Neonet started and where are you today?

Mr. Nathanson: Neonet's vision from the very beginning was to offer efficient access to market places to step into the world of traditional brokers. Now we are a global agency brokerage firm and a technology provider offering professional market participants easy and efficient access to global trading.

CEOCFO: What is the competitive landscape for global trading?

Mr. Nathanson: The landscape is very complex. In the past five years, a vast amount has happened, specifically in Europe and previously the US. Trading has become increasingly complex. Market participants no longer trade on only one traditional exchange; they also trade on

different alternative marketplaces. The challenge within the industry is to reach all the different trading venues. There is increased competition both between exchanges and the alternative marketplaces and between all the intermediaries: banks, broker firms and software vendors.

CEOCFO: What specifically is Neonet providing and how is it different?

Mr. Nathanson: Neonet is an agency brokerage firm and trading technology provider. Our business concept is to offer efficient system solutions for global securities trading. We handle client trading, clearing and settlement through our execution services. Thanks to our extensive infrastructure of connected markets, Neonet makes it easy for players who wish to promptly access exchanges and alternative marketplaces worldwide. Through Neonet XG, our trading technology services, we offer market connections, trading applications, distribution of market data as well as related functionality and support. We provide the banks with a fundamental turn key solution allowing them to trade on any platform within the market. We host a fully managed service, which differentiates us from others.

CEOCFO: Is there much competition, and if so, what sets Neonet apart?

Mr. Nathanson: Neonet offers the full suite, including a front-end application for the user to type in the orders and obtain an overview of the market, and all the tools that are required to trade efficiently in that front-end application. Neonet also offers market data, i.e. price information and market connectivity.

CEOCFO: What is the Neonet Dark?

Mr. Nathanson: Neonet Dark is the most recent addition to Neonet's comprehen-

sive suite of solutions for electronic execution. The dark algorithm minimizes market impact by finding dark liquidity in available dark pools through Neonet's liquidity network. Neonet Dark systematically sweeps the dark pools for non-displayed liquidity.

CEOCFO: Who is using your products and are there geographic areas where you are looking to make a greater in-reach?

Mr. Nathanson: We have professional clients including institutional clients such as fund managers and asset managers. Our client base also includes hedge funds, statistical arbitrage clients, banks and brokers and marketplaces. We have clients in around 25 countries globally, mainly in North America and Europe.

CEOCFO: Do most people know you exist?

Mr. Nathanson: Companies realize in today's market that they need efficient tools to trade and get access to global liquidity. For example, historically you could only trade Vodafone on London Stock Exchange, but nowadays it is possible to trade this share OTC between banks and brokers, alternative marketplaces, MTF (Multilateral Trading Facilities) and Dark pools. Companies are now searching for a provider that can deliver the tools and achieve the desired results. There is a significant way to go until all companies are fully aware of the capabilities and added benefits.

CEOCFO: What has been the effect of the current economic situation on Neonet?

Mr. Nathanson: The last few years have been very tough and the current downturn across the globe has affected Neonet as well as other market participants. The trading patterns have changed dramatically. Trading levels have decreased and there has been an increase in legislation and technical development. The future outlook will be more efficient, faster and less expensive, however it will take time.

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Neonet has developed its business and is well positioned for the new financial landscape.

CEOCFO: Do you have offices globally as well?

Mr. Nathanson: Yes, we have. Our head quarter is in Stockholm and then we have offices and sales representation in the United States, in the UK, in Italy and Germany.

CEOCFO: You recently increased your sales staff!

Mr. Nathanson: True, we have employed more people to join Neonet as we well positioned. I see many opportunities for Neonet and now it is the right time to strengthen our sales organization further.

CEOCFO: What is your revenue model?

Mr. Nathanson: The revenue model consists of two mainstreams. One is commission; whoever trades through Neonet pays commission. The other revenue stream is the software license; all clients that use our software solutions pay Neonet recurring licenses to use the technology. They pay for using front-end applications, market data, and connectivity to changes.

CEOCFO: Why should potential investors look at Neonet?

Mr. Nathanson: Neonet is established and strongly positioned within the fragmented financial landscape and we offer professional market participants neutral, high speed brokerage services and advanced trading software solutions.

CEOCFO: What should people remember most when they read about Neonet?

Mr. Nathanson: Neonet is a global agency brokerage firm and technology provider that facilitates global trading for market participants. We provide sophisticated technology for global trading and pride ourselves on our expert service level to all clients.



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