

Credence Analytics Welcomes Akash Anand as Chief Marketing Officer & Global Head-Strategy & Sales

Mumbai, January 1, 2017 - Credence Analytics, An industry leading provider of cloud-enabled capital markets and investment management software and services, today announced that Akash Anand has joined as Chief Marketing & Sales Officer. Based in Dubai, Mr. Anand will oversee Credence Analytics as the company continues to expand its award-winning capabilities to lead the capital markets technology industry.

“I am excited and honored to serve Credence Analytics as Chief Marketing & Sales Officer. I have spent over 20 years in the capital markets technology industry and have long admired Credence Analytics for its innovative solutions, its blue-chip client base and the extremely high-caliber team it attracts.”

— Akash Anand, Chief Marketing & Sales Officer, Credence Analytics

Mr. Anand began his career in financial services and investment management in 1996. He is a recognised Business, Marketing and Sales Leader in the Financial technology sphere of the BFSI arena. He leads his team with the strength of rich hands on leadership experience in business turnarounds. A unique blend of executive acumen and a strategic vision in achieving goals has him straddling the position of CMO at Credence with ease. He spearheads the business growth of an array of products here in the area of Retail Investment & Banking, Wealth & Business Management, Life Insurance both from the Business and Technology perspective. He holds too Board Level positions in two investment banks at DIFC, Dubai and MFSA, Malta respectively.

Akash Anand, former Managing Director & Head of Asia, Middle East & Africa of Profile Software S.A. Akash, also previously spearheaded the Global Business and served as the Managing Director for Miles Software. He has held various leadership roles with pedigree organisation's like New York Life, Tata Asset Management, Sun Life Financials & HSBC Investdirect

About Credence Analytics

Credence Analytics is global solution provider of mission-critical software solution and IT services which help automate processes in Banks, Asset Management Companies, Insurance Companies, Non-Banking Finance Companies and Corporate Finance Departments in the areas of Treasury, Investment Portfolio Management, Fund Administration, Investor Servicing and Risk Management. Founded in 1993 and

headquartered in Mumbai, India, Credence has over 200 professionals operating out of South Asia, South-East Asia, Middle East and Africa.

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Disclaimer:

Except for the historical information contained herein, statements in this release, which contain words or phrases such as "will", "would", "expect", "believe", and similar expressions or variations of such expressions may constitute "forward-looking statements". These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of our principal international markets, the performance of the industry sectors in which our clients are based, the performance of the information technology industry sector world-wide, competition, our ability to obtain statutory and regulatory approvals and to successfully implement our strategy, future levels of our growth and expansion in business, technological implementation, changes, advancements, and redundancies, the actual demand for software products and services, or the future potential or feasibility thereof, changes in revenue, income or cash flows, our market preferences and our exposure to market risks, as well as other risks. Credence Analytics undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.