

Link Market Services Trustees Limited – RTS 28 Report

INTRODUCTION

The purpose of this document is to provide, for financial instruments traded by Link Market Services Trustees Limited (LMSTL), a summary of the top five execution counterparties in terms of trading volumes through which LMSTL routed client orders in 2017, as well as provide an insight into the quality of execution obtained from these counterparties.

As per LMSTL’s terms and conditions of trading, it complies with the regulatory obligation to act in its client’s best interests when receiving orders and transmitting them to brokers for execution. LMSTL monitors these brokers and reviews their performance. LMSTL maintains a high level of attention around execution to ensure that best execution is effectively attained on a consistent basis as outlined in its best execution policy available online at <http://www.linksharedeal.com/media/BestExecutionPolicy.pdf>.

This document complies with the requirements set out in Regulatory Technical Standards 28 under Annex I of MiFID II (Directive 2014/65/EU).

The data below outlines the top five counterparties to which LMSTL transferred orders in 2017.

Client type	Interaction	Class of Instrument	Period start	Period end	<1 average trade per business day in the previous year	
Retail & Professional	Execution	Equities – Shares & Depository Re	03/01/2017	29/12/2017	N	
Execution Entity Identifier	Execution Entity Name	Proportion of volume traded as a percentage of total in that class	Proportion of orders executed as percentage of total in that class	Percentage of passive orders	Percentage of aggressive orders	Percentage of directed orders
213800BD519H2YV9R748	Winterflood Securities Limited	85.33%	31.92%	N/A	N/A	Data not available
5493007DWN0R4YBM4C84	Peel Hunt LLP	3.75%	10.43%	N/A	N/A	Data not available
213800BVEFNZ8UYPKL03	Stifel Nicolaus Europe Limited	3.55%	15.97%	N/A	N/A	Data not available
L64HM9LHPDOS1B9HJC68	BMO Capital Markets Limited	2.75%	2.06%	N/A	N/A	Data not available
84S0VF8TSMH0T6D4K848	Investec Bank Plc	1.61%	9.28%	N/A	N/A	Data not available

“Data not available” refers to data that was not recorded in an automated system in 2017.

ORDER EXECUTION

LMSTL recognises that for retail clients the most important factor to determine best execution is the total consideration in terms of the price of the securities in question and the related execution costs payable by the client. Consequently price and costs of execution are normally selected as the most important factors for the execution of a trade. This approach is also taken in the execution of orders for professional clients.

In some cases, LMSTL prioritises the likelihood of execution and settlement over the immediate price and cost of execution, such instances are common where the stock being traded is illiquid. LMSTL may also prioritise the speed of execution over the immediate price and cost of execution where directed to do so by the client, should they require the trade to be executed within a short time scale (e.g. a trade placed briefly before the end of the tax year).

CLOSE LINKS

Orders in listed securities received through LMSTL’s Telephone and Internet Dealing Service are normally undertaken by LMSTL as agent through its share dealing platform. This service is provided to LMSTL by Winterflood Securities Limited (“WSL”).

WSL has been selected to provide this service for the following reasons:

- (i) WSL is one of the UK’s leading Retail Service Providers and provides access to significant pools of liquidity;
- (ii) WSL provides electronic prices through which WSL deals on behalf of LMSTL in real-time; and

(iii) WSL provides an electronic link to LMSTL's dealing platform which is an effective and efficient method of placing trades.

LMSTL actively monitors and reviews these arrangements to ensure that it continues to meet its overarching best execution obligation to clients as outlined in its best execution policy.

EXECUTION VENUES

Throughout 2017, various changes were made to the counterparty list in LMSTL's best execution policy. The changes during 2017 were a result of continued due diligence on brokers, and the removal of brokers through which a proportionally small volume of trades were routed.

EXECUTION ANALYSIS

At the time of publication, LMSTL is satisfied with the execution quality of its brokers. This has been verified through daily monitoring of execution performance, on both a pre-trade and post-trade basis, in addition any executed trades falling outside the industry standard for best execution are investigated and resolved where necessary. At least once a year LMSTL conducts a thematic review of the effectiveness of its best execution policy and, in particular, the execution quality of its brokers and will correct any deficiencies that are identified.

Practical examples of this monitoring include the following scenarios:

- All orders are examined against the market price prior to execution to ensure that, where possible, trades are executed at the best available price.
- On a worked order, if the average price achieved through execution appears outside of where the stock has traded through the period, (VWAP can be used where relevant as a benchmark) then this will be challenged by LMSTL.
- When dealing outside of touch price/ VWAP parameters (0.5%), justification must be provided, detailing the reasons for which other factors were given precedence over immediate price and cost when executing orders.
- Any trades where LMSTL does not feel that best execution has been received in line with its policy are escalated so that further analysis can be performed.

LMSTL makes use of LiquidMetrix, a piece of software provided by Intelligent Financial Systems (IFS) for post-trade analysis of execution quality as per the applicable requirements under COBS 11.2. LiquidMetrix compares executed trades with market trades at the time of execution, providing the necessary checks that LMSTL is consistently achieving its obligation to its clients, and ensuring appropriate action is taken should any discrepancy arise.

As part of the broker selection and annual due diligence processes, LMSTL also considers any published execution quality data as required under Article 27 (10)(a) of Directive 2014/65/EU to ensure that a consistent level of best execution has been achieved by them, to allow LMSTL to fulfil their obligations to their clients.