

## Rule Financial

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### NEWS RELEASE: SEPTEMBER 29<sup>TH</sup> 2008

#### Rule Financial selected in The Sunday Times Microsoft Tech Track 100

Rule Financial has been listed in the Sunday Times Microsoft Tech Track 100. The results were published in a special eight page broadsheet colour supplement in the business section of the Sunday Times. Now in its eighth year, the prestigious annual league table ranks Britain's one hundred fastest-growing private technology companies by their sales growth over a three year period. Rule previously appeared on the league table in 2003 when the company was a fraction of its present size. A broadening client base has enabled the firm to grow sales 38% a year from £7.1m in 2004 to £18.7m in 2007. Marcus Rule, Rule Financial's Chief Executive, expressed delight at his company's presence on the Top 100 list:

"I'm very pleased our success has been acknowledged. Our growth in 2007-2008 exceeded 80% and it's a tribute to everybody who works with Rule that we've been recognised. I'd like to thank all our staff and contractors and clients too: our placing in this year's Tech Track is a great confidence-booster for the future."

Rule employs over 200 people and is headquartered in Moorgate, London.

#### Notes for editors:

##### About Rule Financial

For over 10 years Rule Financial's specialists have been working alongside their counterparts at the world's top banks and hedge funds, helping to lower costs, improve productivity and extract the maximum value from IT investments.

Our expertise in the management of change, project delivery and complex technology solutions has helped us build long-term relationships on a solid track record of success. Our prowess in system design, testing and rapid application development has earned us a powerful reputation. This means that at Rule Financial we have a thorough understanding of what the front, middle and back offices each require from their systems and processes, thanks to our practical experience and capability across the broadest spectrum of domains.

Buy-side or sell-side, in both arenas we've attracted some of the best in the City to our doors.

##### About the league table:

Now in its eighth year, **The Sunday Times Microsoft Tech Track 100** annual league table is compiled by Oxford-based research and networking events company Fast Track. In addition to title sponsor **Microsoft**, the league table is co-sponsored by **BDO Stoy Hayward** and **Barclays Commercial**.

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#### League table criteria

Sales growth is measured by compound annual growth rate (CAGR) over the latest three financial years between 2004 and 2007, or 2005 and 2008. A minimum of 25 weeks' trading in the base and latest years was required. For financial years lasting less or more than 52 trading weeks, figures were annualised on a simple pro-rata basis. Annualised sales had to exceed £250,000 in the base year (2004 or 2005) and £5m in the latest year (2007 or 2008). Companies had to also show an increase in sales in their latest year, plus forecast sales growth. They were not required to be in profit. Companies had to be unquoted, independent and registered in Britain. The research was carried out by Fast Track between May and August. All companies were interviewed by telephone and the majority (80) have also been visited by the Fast Track research team.

#### About Microsoft

Microsoft provides organisations with the technology they need to excel in their markets, based on Microsoft server, client and developer technologies as well as the comprehensive business applications offered by Microsoft Business Solutions.  
[www.microsoft.com/uk](http://www.microsoft.com/uk)

#### About BDO Stoy Hayward

BDO Stoy Hayward, UK Member Firm of BDO International, is the world's fifth largest accountancy network with more than 600 offices in 110 countries.  
[www.bdo.co.uk](http://www.bdo.co.uk)

#### About Barclays Commercial

Barclays Commercial Technology and Telecoms team have more than 40 sector-focused specialists located across the UK. They are working with more than 35% of all businesses operating in the sector and most of the UK listed T+T companies.  
[www.barclayscommercial.com](http://www.barclayscommercial.com)

#### About Fast Track

Fast Track is an Oxford-based networking events and research company ranking Britain's top-performing private companies, ranging from the fastest-growing to the biggest. The company was founded and is run by Dr Hamish Stevenson, who has been an associate fellow at Oxford University for the past 12 years.  
[www.fasttrack.co.uk](http://www.fasttrack.co.uk)

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