

## SIREN FX Delivers \$5,059 in Year-on-Year Savings on GBP/USD Currency Pair

Settling into my role as Head of Sales at SIREN FX, I've had the opportunity to dive into our data, and I'm excited to share some compelling insights—particularly for those trading in the GBP/USD currency pair at month-end. Using SIREN FX's executable FCA Regulated 20 Minute Benchmark Rate, over the past year, clients have achieved a total savings of \$5,059 per million dollars traded versus the incumbent benchmark. These savings are a testament to the efficiency and precision that SIREN FX brings to the market.

### Who Stands to Gain?

- 1. UK-Based Asset Owners and Pension Funds:**
  - If you're managing assets in GBP but need USD exposure, these savings could significantly optimize your currency exchange costs and improve your overall returns.
- 2. Corporate Treasuries:**
  - For companies with operations spanning the UK and the US, these savings directly impact your bottom line, helping you manage foreign exchange costs more effectively and drive profitability.
- 3. Investment Funds and Hedge Funds:**
  - Whether you're hedging currency risk or executing high-volume trades, reduced transaction costs can make a real difference in fund performance and client returns over time.
- 4. FX Traders and Brokers:**
  - As someone deeply involved in the FX space, you can use these savings to enhance your own trading strategies or offer more competitive rates to your clients.

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GBPUSD Month End Fixing	SIREN FX Savings per \$Million
Oct-23	470.00
Nov-23	1,440.00
Dec-23	455.00
Jan-24	181.00
Feb-24	348.00
Mar-24	198.00
Apr-24	16.00
May-24	432.00
Jun-24	229.00
Jul-24	358.00
Aug-24	365.00
Sep-24	567.00
Avg Savings MoM	421.00
Total Savings YoY	5,059.00

This isn't just about numbers—it's about providing you with a tangible, transparent advantage in your operations. I'm proud to be part of a team that's helping our clients maximize returns and optimize their currency management strategies. If you're looking to benefit from these kinds of efficiencies, I'd love to connect and explore how SIREN FX can support your business goals.