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BondLink Launches Parity Plus to Modernize Competitive Bond Sales.

New offering builds on the S&P Global Market Intelligence Parity Platform to deliver enhanced insights and pre-sale investor outreach capabilities to municipal finance teams

BOSTON–(BUSINESS WIRE)–BondLink, the leading cloud-based investor relations and debt management platform for the municipal bond market, is excited to announce the launch of Parity Plus in collaboration with S&P Global Market Intelligence. The new tool provides municipal bond issuers with greater transparency and resources to harness market demand before a bond sale.

Municipal finance teams can now upgrade to Parity Plus to access a suite of advanced pre-sale tools. These include dedicated deal pages that centralize and distribute key financing details to maximize investor awareness, along with a customizable dashboard that provides real-time visibility into bidder activity. Parity Plus also provides sophisticated reporting capabilities so government borrowers and their advisors can assess demand and refine their strategies ahead of bond auctions.

This latest enhancement of Parity initiates a larger, dynamic approach that will bring efficiencies to numerous aspects of the new-issue process. Issuers and Municipal Advisors rely on S&P Global Market Intelligence's Parity bidding platform for close to 4,000 bond auctions each year, making it one of the most important services in the bond market.

Colin MacNaught, CEO & co-founder of BondLink, expressed his enthusiasm for the launch, stating, "We're thrilled to introduce Parity Plus to the muni bond market. This new platform will not only streamline the pre-sale market outreach process but also facilitate more credit evaluations for potential bidders and investors, fostering the opportunity for broader deal participation. Our collaboration with S&P Global Market Intelligence demonstrates the trust vested in us to develop solutions that empower municipal market participants to excel in an increasingly crowded environment."

Fully integrated into the existing Parity workflow, Parity Plus ensures a user-friendly transition for market participants. Those interested in exploring the potential of Parity Plus are encouraged to visit this page for further information.

ABOUT BONDLINK
BondLink, the premiere cloud-based investor relations and debt management platform for the municipal bond market, provides state and local governments with the tools needed to more efficiently finance the public infrastructure that their constituents rely on. Founded by CEO Colin MacNaught, a former Assistant State Treasurer & debt manager for the Commonwealth of Massachusetts, and CTO Carl Query, BondLink went live in 2016. BondLink clients issued more than $70 billion in bonds in 2024, and the company is backed by top investors, including Intercontinental Exchange and Franklin Templeton. Headquartered in Boston, BondLink was recently named to the 2025 GovTech 100, marking its seventh consecutive appearance on the annual list. For more information, visit www.bondlink.com, and connect on LinkedIn and X.

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