

## Leverage the power and experience of the world's largest exchange company.

NASDAQ OMX pioneered offering the best-in-class services to listed companies, using Corporate Services to differentiate its market to attract new listings, create deeper issuer relationships and build new revenue streams. This strategy was highly successful. NASDAQ OMX garnered over US \$180 billion in market cap switches from other markets and, today, Corporate Services is an integral part of our offering and a key contributor to income.

By partnering with NASDAQ OMX, marketplaces around the globe can now leverage this experience to expand their offerings and achieve competitive advantage. Our suite of Corporate Services for listed companies offers specialized issuer products and services that have been proven at some of the world's largest companies.

We offer a variety of service models that enable marketplaces to offer Corporate Services to its issuers, and we work closely with individual marketplaces to tailor services best suited to the local market. Marketplaces can choose to engage our Advisory Services professionals to analyze local market demand and provide a step-by-step roadmap to implement service offerings.

**NASDAQ OMX Corporate Services currently service more than 2, 500 globally listed companies.**

### Key benefits

- **Introduce new revenue streams:**

Marketplaces can promote these value added services to create a new revenue source that is in line with the core values and mission of the exchange.

- **Strengthen issuer relationships:**

Corporate Services can dramatically broaden listing-based relationships with issuers, building deeper connections and positioning the exchange as a trusted advisor that can help issuers achieve success as a public company.

- **Attract new listings:**

At their discretion, marketplaces can position certain Corporate Services as a “free” added benefit of listing with them, differentiating their market from the competition and enhancing the value of their market.

- **Attract foreign investors:**

Exchanges that operate in non-English speaking markets can leverage Corporate Services to help their listed companies promote themselves to potential English speaking investors, helping their listed companies and potentially increasing liquidity in their own markets.

- **Flexible service models:**

From a pure white label model where NASDAQ OMX is invisible to the market's issuers to full support where the exchange provides sales support and NASDAQ OMX does everything else, we work with each marketplace client to tailor the service to their individual needs.

- **Customizable solutions:**

Our services can be customized and localized to any language to meet the nuances and intricacies of any country in the world.



## Service highlights

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Through Corporate Services from NASDAQ OMX, companies gain access to innovative products and services that facilitate transparency, mitigate risk, maximize board efficiency and inspire better investor relations. Services focus on corporate activities that help public corporations overcome the unique challenges of being public. Examples include:

- **Investor Relations websites:**

Companies can create impressive online investor portals with WebCenter360, a full suite of solutions for building large-scale Investor Relations websites that facilitate communications between companies, their shareholders and the investment community. Companies can build a two-way dialogue with investors through the email alerting engine and can discover new investors that visit their sites. Smaller companies can access IR modules that make it easy to integrate IR information directly from the source into their corporate websites in local languages and in English.

- **News distribution:**

Companies around the world rely on GlobeNewswire to distribute news, press releases, earnings announcements and disclosure compliance information directly to an extensive distribution network of investors, journalists, analysts, newswires, websites, databases and business professionals around the world. Information can be

distributed in any language, and media monitoring and search engine optimization (SEO) tools are available.

- **Secure board communications:**

Directors Desk<sup>SM</sup>, a NASDAQ OMX company, offers a complete, fully hosted online board management solution that improves board effectiveness while minimizing the time and paperwork involved in keeping directors informed. This complete easy-to-use toolkit for board management facilitates secure communication and provides powerful voting and forum tools to enhance interaction with Board Directors. Online board books can be created in minutes.



## NASDAQ OMX is a dedicated partner

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For more than 30 years, NASDAQ OMX has been a leader in creating electronic technology solutions for the exchange industry. We have a long history of partnering with marketplaces worldwide to provide the strategic guidance, technology tools and ongoing support to help them meet their goals. Our services to listed companies are proven, our exchange industry expertise is unparalleled, and our support services are superior.

In addition, with NASDAQ OMX Corporate Services, marketplaces benefit from the unwavering commitment and dedicated support of the world's largest exchange company. For more information, visit [www.nasdaqomx.com/whatwedo/markettechnology](http://www.nasdaqomx.com/whatwedo/markettechnology).