

Leverage the strength and expertise of the world's premier market solutions provider.

An electronic trading pioneer, NASDAQ OMX has long been at the forefront of leveraging its market data assets to broaden relationships and build business. Our data dissemination technology is superior and, with decades of success in the industry, we have the deep knowledge and finely honed processes in place to support all aspects of the market data business.

Marketplaces can leverage the sales, administrative, technical and brand strength of NASDAQ OMX to efficiently and cost effectively develop and distribute superior data feeds and products at a fraction of the cost of doing it on their own. Our services are flexible and customizable and are available to marketplaces globally and at all levels of development and support.

Start-ups, for example, may want to increase regional or global exposure of their data to drive additional liquidity to their marketplace. Exchanges with established offerings may wish to grow existing customers, reach previously untapped audiences or expand globally through the use of web-based data products, for example.

Every marketplace is unique, and we creatively apply our wide range of development, advisory and technology expertise to meet a marketplace's specific business goals. Through its extensive network of channel distributors, NASDAQ OMX provides content to millions of participants in the world's global financial markets.



Key benefits

- **Proven success:**

Data products are the second largest revenue-driving business within NASDAQ OMX. Marketplaces can take advantage of our experienced staff, highly developed networks, proven processes, established customer base and unmatched distribution channels to broaden their reach and maximize revenue.

- **Flexible offerings:**

Unlike some competitors, we do not attempt to lock our customers into standard packages. NASDAQ OMX recognizes that all marketplaces are unique, and we work closely with each customer to customize a service agreement to meet their specific business goals.

- **Superior networks:**

Marketplaces can leverage the established networks of the world's most successful market data operation, including thousands of the world's leading market data vendors and high-value customers, either directly or indirectly through our partner networks.

- **Cost efficient:**

With unmatched experience in developing, distributing and maintaining data products, NASDAQ OMX works with

marketplaces to reduce the technical and administrative costs of maintaining expensive internal market data operations and distribution networks, while maximizing revenue opportunities.

- **Quick start-up:**

With immediate access to the full talent and expertise of the world's premier market data operation and the ability to leverage the full breadth of our offerings and operations, marketplaces can quickly initiate a program or expand an existing effort without the added time and expense of internal development.

- **Familiarity:**

We work closely with our customers to ensure that data follows existing standards and file formats, thereby reducing time-to-market. This can reduce costs, broaden global distribution, speed time to deployment and increase revenue opportunities.

- **Brand:**

Marketplaces can choose to leverage the globally-recognized and respected NASDAQ OMX brand to accelerate sales of their data content.

Service highlights

Marketplaces can customize the NASDAQ OMX services they wish to use, choosing from the following areas:

- **Administrative management services can reduce costs and potentially increase compliance:**

Leverage the established administrative management processes and staff of NASDAQ OMX to handle contract management, account administration, usage reporting, billing and collections and auditing.

- **Sales and promotion expertise can increase visibility and sales:**

Exploit the extensive experience and contacts of our global sales and marketing teams to accelerate sales worldwide. We work collaboratively with our customers to design creative marketing programs that efficiently target audiences, achieve maximum product awareness, and provide unique opportunities to communicate with decision-makers, market data vendors and subscribers from around the globe.

- **Delivery infrastructure can lower development costs:**

Employ our proven framework to lower development costs and to access one of the world's largest financial audiences. Through our extensive global network of financial data distributors and subscribers, we have the ability to add new or existing products to our physical

network. Marketplaces can also take advantage of our extensive historical, real-time and direct web product offerings to bring valuable data alive.

- **Product management expertise can help design superior data products:**

NASDAQ OMX excels at designing successful data products that offer superior speed and analytics as well as incomparable market depth. Our established product design documents are well recognized by data distributors and we have extensive experience combining similar types of data into regional or security-type bundles that will attract more subscribers than single products.



NASDAQ OMX is a dedicated partner

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. By working with NASDAQ OMX, in addition to gaining exceptional 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.