

ADVISORY SERVICES

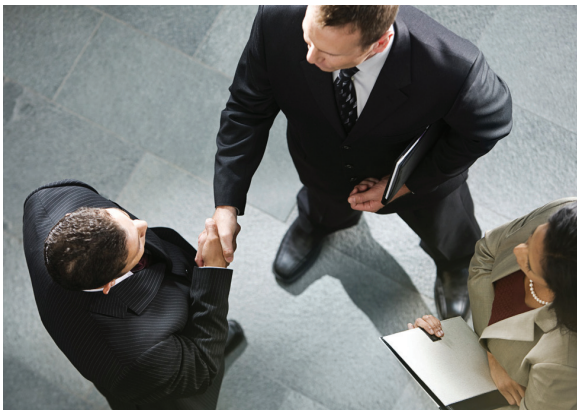
NASDAQ OMX ADVISORY SERVICES is uniquely qualified to provide strategic and operational guidance to exchange industry clients around the world.

DEEP EXPERTISE, EXPERIENCE

As an exchange owner, operator and technology provider, NASDAQ OMX has deep exchange industry business expertise and hands-on operational experience. We understand first-hand how marketplaces operate, the challenges they face and the complex technology infrastructures that support them.

We focus on the core businesses of the securities industry, and our methodology and approach is based on practical experience from earlier projects. Benchmarking against international and regional best practices is an essential tool to convince and align different stakeholder views when change is needed. Our management consultants and industry experts have broad experience in strategy, operations and change management. For each Advisory Services assignment we bring in subject matter experts from across the NASDAQ OMX organization.

To date, NASDAQ OMX Advisory Services has provided strategic guidance to more than 60 exchange industry clients in 25 countries.



SUPPORTS BUSINESS GOALS

Advisory Services are geared to supporting your business needs, and can help set the framework for future businesses, operations and IT decisions. Our offerings range from consulting with top management on business strategies to guiding the implementation of new operational processes and procedures. Developing new product and services, setting up and establishing new trading venues, evaluating operating environments, defining IT requirements based on specific business needs and supporting change management projects are examples of projects we have assisted our clients with. We focus on helping you reach your strategic goals and providing concrete and feasible recommendations geared to solving specific, tangible problems.

Our studies generally fall into four broad categories: business development, start-up, technology, and capital market development.

BUSINESS DEVELOPMENT

Geared to attracting new business, Advisory Services has helped marketplaces develop strategies for new products and services, evaluate post-trade efficiency and service quality, and define algorithmic trading strategies, among other efforts. In addition to providing an action plan, projects generally include assessment of current offerings, market demand, cost estimates and revenue potential, likely legal and regulatory issues and benchmarking against best practices.

START UP

From advising existing marketplaces on establishing a clearinghouse to helping evaluate Greenfield opportunities for new marketplaces, Advisory Services has a successful track record of helping governments and marketplaces start up new venues. Through managing our own exchanges and clearinghouses in the U.S. and Europe and as a technology provider to many others, we have a unique knowledge of marketplace operations and understand the complexities of integrating the trading and clearing functions.

CAPITAL MARKET DEVELOPMENT

Developing markets often turn to Advisory Services to help develop action plans around improving trading, clearing and settlement efficiency, attracting listed companies, developing governance, supervisory and capital adequacy rules and building regional partnerships. Advisory Services has also helped several countries design pension reform solutions based on industry best practices.

TECHNOLOGY

NASDAQ OMX is, at its core, a technology company within the exchange industry. Building on our own experience, we are uniquely qualified to advise marketplaces on technology and operational issues. Recent studies have included developing a co-location offering, assessing IT readiness for expansion and developing a 5-year IT master plan, among other projects.



DEDICATED PARTNER

For more than 20 years, NASDAQ OMX has been a trusted business partner to more than 70 marketplaces worldwide. Our exchange industry expertise and proven delivery capabilities are unmatched. This combination of extensive knowledge and practical experience provides a strong advantage to our clients as they embark on business development projects, establish new risk management strategies and develop plans to fulfill market and stakeholder expectations.

More Information

For more information, visit www.nasdaqomx.com/whatwedo/markettechnology.