

WHY TARGET WHEN YOU CAN QTARGETSM?

A Smarter, More Focused Approach to Prioritize your Investor Relations Outreach

NASDAQ OMX[®] Corporate Solutions has been a leader in bringing the most innovative communications and investor relations tools to the forefront of market intelligence. We are proud to introduce the latest enhancement to our Corporate Intelligence platform – **QTarget**. This new resource, available on an annual subscription basis, was developed to better assist companies in prioritizing their investor outreach efforts and is the only product in the market with an online module that features a qualitative investor assessment.

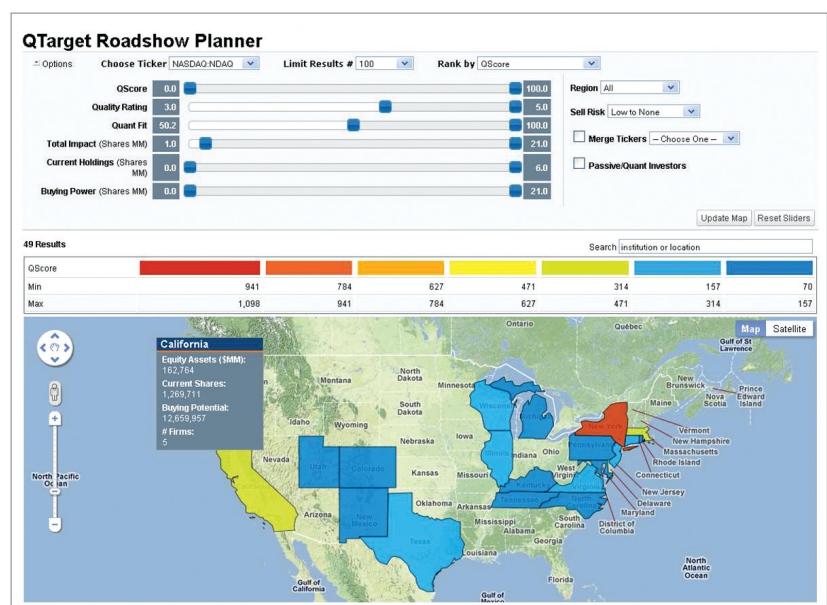
UTILIZE OUR UNMATCHED STRENGTH

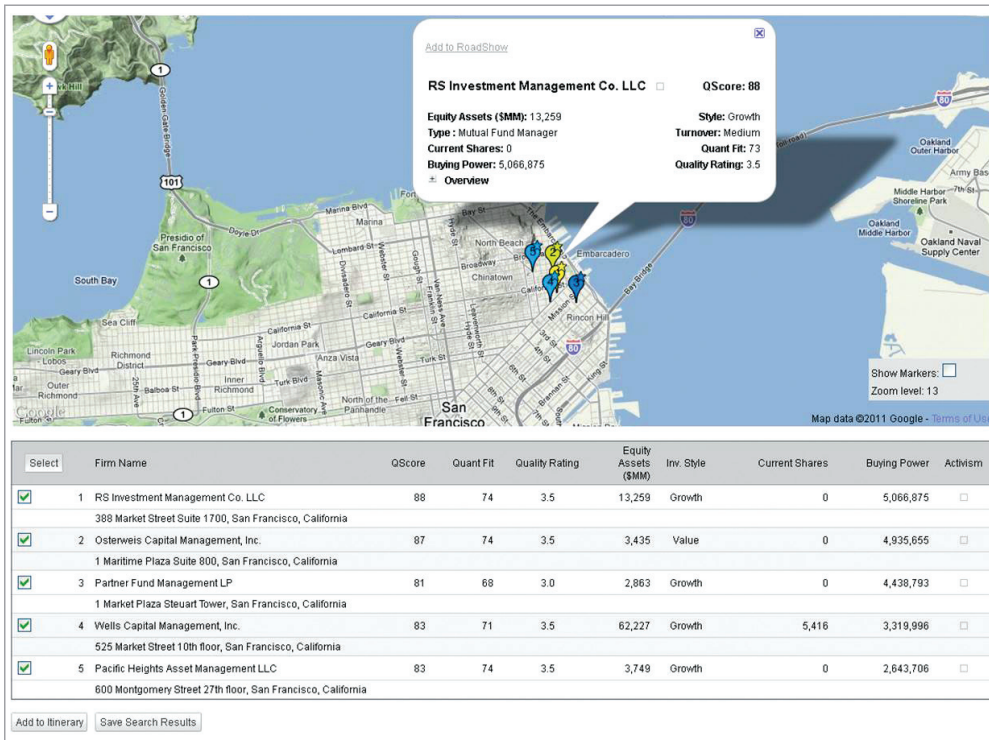
In Technology and Trading Combined with Robust Qualitative Insights

Our comprehensive technology is driven by the combination of quantitative logic and qualitative insights. Make better decisions with a variety of investor data points as you strategize your approach towards the best prospects and investor meetings. By partnering with NASDAQ OMX Corporate Solutions you'll have a better grasp of the quantifiable insights on investor preferences and behavior that will ultimately allow you to make better decisions regarding use of IR resources, capital allocation, investor communication and corporate strategy.

GET YOUR SHOW ON THE ROAD

You can map out your strategic investor relations outreach as easy as finding directions for your next vacation. With our new QTarget Roadshow Planner powered by Google Maps, you can narrow your search and identify key regions with the greatest investor impact to facilitate your planning. QTarget is the only online qualitative targeting model to include an interactive planner utilizing heat-map technology. Integrate your search findings with your IRM itinerary calendar to seamlessly connect Roadshow planning with meeting coordination.



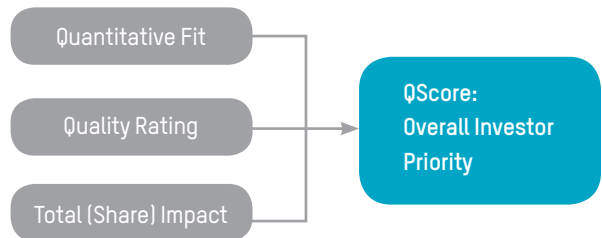


ZERO IN ON THE QSCORE

The innovation behind the QTarget technology involves a comprehensive mix:

- > **Quality Rating**, which takes into account qualitative investor characteristics, such as shareholder activism, investor turnover, and receptiveness to meeting
- > **Total Share Impact**, which measures current portfolio holdings in your stock, plus any additional buy or sell potential
- > **Quant Fit**, which measures the fit between a company and an institution or fund based on 14 deciding valuation and sector factors.

The QScore, is an all-encompassing score devised to help prioritize communication with investors. The score ranges from 0-100, where 100 is the top ranked firm based on this mix of the Quant Fit, Total Share Impact and Quality Rating.



This score allows you to prioritize the investors you'll meet with to maximize your time, as well as provide details regarding a specific institution or fund's investor preferences to help you tailor your message, accordingly.

QTarget provides your company with a distinct opportunity to engage relevant shareholders and target investors as they continue to place higher demands and operate with increased expectations of companies' investor relations efforts. Measure investor compatibility, identify sell risk and coordinate your investor relations outreach with QTarget, the latest feature of NASDAQ OMX Corporate Intelligence.

More Information

To learn more about QTarget's enhanced metrics and performance features, please contact learnmore@nasdaqomx.com to request a product demonstration.