

NASDAQ OMX Synergies

- Transatlantic data dissemination to save customers network costs:
 - Nordic and Baltic data is now available out of our U.S. data centers
 - U.S. data is now available in our European data centers
- One Global Data Agreement for all products
- All NASDAQ OMX products are reported in **OLIVER** and billed from one invoicing system
- Customer service and support in multiple time zones
- Harmonized policies and pricing



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NASDAQ OMX Synergies

Nordic Market Data product offerings:

- Direct Feeds - ITCH
 - NASDAQ OMX's direct feeds offer extremely low latency. They are designed to get necessary trading information into customer systems as quickly as possible.
- Enhanced Feeds – Enhanced ITCH
 - NASDAQ OMX's enhanced feeds provide our customers with enhanced "value added data," including statistical information, market data summarized by level, index data and more.
 - A full suite of Basic/Reference data is also included. Some consolidation (for convenience of "single connection") is also available.
 - Built on proprietary, reliable INET architecture which can handle extremely high message rates.
 - Gateways can be configured by client or by product/technical product (filter).
 - Benefits:
 - Low cost
 - Performance sensitive
 - Proven technology
 - Configurability



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NASDAQ OMX Outsourcing Services

- **NASDAQ OMX Market Technology**

- #1 provider of technology for financial marketplaces in the world, powering every 10th transaction in the world.
- Supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries.
- Trading platforms cross many asset classes.

- **NASDAQ Global Access**

- Fully integrated and global business unit
- Staff covering technology, marketing, PR, legal and research operations
- Comprised of six functional teams to fully support the data product pipeline:
 - Administration and Policy
 - Distribution
 - Product Management
 - Audit
 - Marketing
 - Global Sales/New Business Development
- Delivers content to millions of customers through an extensive network of channel distributors:
 - Market Data Vendors
 - Investment Banks
 - Retail Online Brokerages
 - Hedge Funds
 - Proprietary Trading Firms
 - Order Management System Providers
 - Internet Portals
 - Others

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NASDAQ Basic: Low-Cost Source for U.S. Market Data

- NASDAQ trades all U.S. equity securities
 - More matched U.S. equity market share than any other U.S. exchange
- NASDAQ Basic includes:
 - **Basic Trade Data** – Tick-by-tick price and size information for trades executed in the NASDAQ Market Center
 - **Basic Quote Data** – The best bid and offer and associated size
 - **NASDAQ Opening and Closing Price** – The NASDAQ Official Opening and Closing Prices are set each day by the NASDAQ Opening and Closing Crosses.
 - **Other Value-added Data** – Includes Halt information, Issue Symbol Directory and more.
- Save time and money through administrative efficiency



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NASDAQ Basic Calculator

- Calculate Your Savings at <http://basic.nasdaqomx.com>

NASDAQ BASIC Cost Saving Calculator

Enter your firm's monthly UTP Level 1 and CTA usage numbers below to calculate your NASDAQ BASIC savings

NASDAQ	NYSE	AMEX
Professional <input type="text" value="0"/>	Professional <input type="text" value="0"/>	Professional <input type="text" value="0"/>
Non-Professional <input type="text" value="0"/>	Non-Professional <input type="text" value="0"/>	Non-Professional <input type="text" value="0"/>
Per Query <input type="text" value="0"/>	Per Query <input type="text" value="0"/>	Per Query <input type="text" value="0"/>

Savings  per month
 per year

[Calculate Savings](#)

[Contact Us](#) [Disclaimer](#) [Share Results](#)

Market Replay Europe

Extremely powerful replay and analysis tool, allowing users instant access to historical quote and trade data from major European exchanges and Multilateral Trading Facilities (MTFs)

- Analyze historic and intraday quote and trade data from major European exchanges to better understand how the market operates.
- Helps validate best execution and monitor MiFID compliance.
- Upload a custom trade to identify your trade within the market orders.
- Filter by exchange to remove those exchanges not included within your MiFID execution policy.
- Save money. MRE eliminates the need for an in-house compliance tool or storing large amounts of data in-house.
- *Coming Soon* API access to the raw data

NASDAQ OMX Commodities: Power and Carbon

- NASDAQ OMX Commodities and NordPool provide access to the world's largest power derivatives markets, including trading and clearing services of Nordic, German and Dutch power derivatives contracts.
- [GENIUM Consolidated Feed \(GCF\)](#) offers faster and more efficient distribution of commodities data.
- Real-time data including quotes and trades on all listed commodities contracts and historical closing prices.
- Data includes:
 - Nordic, German and Dutch Forwards, Options and Contracts for Difference (CfD).
 - Emission reduction products such as European Union Allowances (EUA) and Certified Emission Reductions (CER).



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European Last Sale (ELS)

- Real-time order execution data for NASDAQ OMX Nordic and Baltic exchange listed stocks.
- Real-time order execution data for MiFID eligible stocks trading on NASDAQ OMX Europe MTF.
- Increased market transparency for European investors.
- Enables investors to make better-informed trading decisions.
- Fair costs facilitate wide distribution of trade data.

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Corporate Actions and Financials

- Keeps investors and traders up to date on market news and accounting data for companies listed on NASDAQ OMX Nordic, including First North.
 - **Data Quality** – High level of validations by skilled analytics teams
 - **Time to Market** – Near real-time consolidated data
 - **Data Range** – More than 850 Nordic Exchange-listed companies
 - **Forward Looking** – Proposed and accepted events by the board or general meeting as well as forthcoming elements of events
 - **Comparability** – The corporate actions event information is tagged in the same format according to a predetermined XML schema and data field contents, making automated handling possible. Financial Data is tagged in XBRL, which is built on IFRS standards, for cross industry and cross company comparisons.

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New! TotalRetail

- Delivers key data for the Nordic financial market in one simple data feed designed for a customizable online display. Data includes:
 - European Last Sale
 - Nordic Index Values
 - Volume and Time Weighted Average Price
 - Ownership Data
 - Insiders Change in Stock Holding
 - Graphs and Key Ratios
 - Income Statement
 - Balance Sheet and more



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