

NASDAQ OMX

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GLOBAL DATA PRODUCTS

NASDAQ OMX



The **NASDAQ OMX Group, Inc.** is the world's largest exchange company and the first to have a technology footprint spanning six continents: North America, South America, Europe, Australia, Africa and Asia. NASDAQ OMX Global Data Products (GDP) is focused on creating innovative real-time and historical data products that provide unparalleled market transparency to institutional, retail and individual investors around the world. In 2010, GDP was awarded "Exchange Data Provider of the Year" by the Inside Market Data (IMD) Awards, as voted by end-users and IMD readers.

NASDAQ OMX Global Data Products offers customers

World-Class Products

Our cutting-edge global market data products deliver superior speed and unrivaled market depth, and are designed to meet new industry challenges.

World-Class Service

We build and deliver the best data feeds from the world's leading exchange and achieved recognition from the Software & Information Industry Association's (SIIA) Financial Information Services Division (FISD) for exemplary customer service and communications.

World-Class Distribution

We reach one of the world's largest financial audiences through an extensive network of data distributors and subscribers. Via professional partners, internet portals and broadcast television, billions of investors around the world receive our valuable financial data.

World-Class Technology

GDP provides superior market transparency and constantly strives to improve upon the best and most complete view of the market. We revolutionized the market data industry with plug-and-play applications, like the award-winning NASDAQ Data-on-Demand, and are committed to meeting the needs of customers with the lowest latency products and the distribution of third-party data.

U.S. PRODUCTS

NASDAQ TotalView®

The standard-setting data feed for serious traders, presenting every single quote and order at every price level for all NASDAQ-, NYSE-, NYSE Amex- and regional-listed securities on The NASDAQ Stock Market® book. TotalView displays more than 20 times the liquidity of Level 2 and three times the liquidity within five cents of the inside market, giving subscribers a competitive edge over other traders. NASDAQ TotalView also includes Net Order Imbalance information for the NASDAQ's Opening, Closing, IPO and Halt Crosses.

TotalView is also available for **NASDAQ OMX BXSM (BXSM)** and **NASDAQ OMX PSXSM (PSXSM)**.

NASDAQ Basic

On average, users are saving 75% off their current Level 1 bill by switching to NASDAQ Basic. Basic provides a faster, lower-cost, easier-to-administer alternative to Level 1 data. Winner of the 2010 IMD Awards 'Best New Data Product,' Basic offers Best Bid and Offer and last sale information for all U.S. exchange-listed securities based on liquidity within the NASDAQ Market Center®, as well as the FINRA/NASDAQ Trade Reporting Facility™ (TRF™). NASDAQ has more liquidity in equities than any other U.S. exchange, making this product a reliable and accurate source for real-time, intraday trade data. Calculate your savings at www.nasdaqtrader.com/Basic.



NASDAQ Last Sale (NLS)

A direct data feed that provides real-time last sale data for securities listed on U.S. exchanges — including price, volume and time. NLS provides real-time, intraday trade data from the FINRA/NASDAQ TRF as well as the integrated NASDAQ system and enables firms to create dynamically updating stock tickers, portfolio trackers and price/time graphs. NLS's unique pricing model allows for wide-spread distribution of this data.

NASDAQ Market ReplaySM

An extremely powerful replay and analysis tool, Market Replay allows users to view the consolidated order book and trade data for U.S. exchange-listed securities at any point in time. Upload custom trades, replay the order book in simulated real-time, filter data by exchange and share a replay to confirm best execution.

NASDAQ Data-On-Demand

Winner of the 2011 IMD Awards 'Most Innovative Market Data Project (Vendor).' A cloud-based computing solution that provides users access to specific sets of trade and quote data for NASDAQ-, NYSE- and other regional-listed securities. Firms can power applications with stock tick data in minutes using web-based APIs, or download data directly into Excel from the web. Mass Download is also available for bulk queries. Users can make one-off requests or schedule recurring downloads. Data-on-Demand offers a completely unique and easy way to access custom historical data sets.

NASDAQ Market Pathfinders

Winner of the 2009 IMD Awards 'Best New Data Product.' Pathfinders provides aggregated real-time, intraday data based on trades from the integrated NASDAQ system. It measures the market sentiment of NASDAQ market participants allowing for increased transparency by identifying pathfinders that are actively buying or selling a large volume of shares in a particular security.



NASDAQ Market Velocity® and Market Forces®

NASDAQ Market Velocity and Forces work together to measure levels of pre-trade order activity in the NASDAQ trading system:

- > **NASDAQ Market Velocity** allows traders to detect potential surges in trading interest and liquidity by measuring the “buzz” around a stock.
- > **NASDAQ Market Forces** is an effective complement to Market Velocity that indicates whether the trading interest is surging in buy or sell orders.

Global Index Watch (GIW)

GIW offers full access to NASDAQ OMX global index data via various sources, including vendors, a web service download and an easy-to-use web interface. GIW provides index weights and components, advanced notification of corporate actions, daily summary statistics, historical component changes, industry breakdown and index methodology for NASDAQ OMX indexes. GIW is an indispensable tool for anyone who tracks NASDAQ OMX’s leading benchmarks or trades products based on these indexes.

RussellTick™

A premier data feed that consolidates the distribution of the Russell Family of Indexes, RussellTick is designed to facilitate excellence in trading performance and portfolio valuation due to its frequent dissemination of index data. The feed supports the diverse array of Russell-branded indexes, covering both U.S. and global equities.

NASDAQ Daily Share Volume

NASDAQ Daily Share Volume tracks market participants’ trading performance in specific stocks and sectors. Representing the “gold source” of information, the data in these reports is obtained from actual trades executed on NASDAQ and from all trade reports directly entered into the FINRA/NASDAQ TRF. The reports display NASDAQ- and non-NASDAQ listed share volume on NASDAQ on a T+1 basis, allowing traders to make better educated routing and trading decisions.

Mutual Fund Quotation ServiceSM (MFQSSM) and Mutual Fund Dissemination ServiceSM (MFDSSM)

NASDAQ OMX facilitates the collection and dissemination of daily price data for more than 25,000 money market funds, mutual funds, unit investment trusts (UITs), structured products and annuities. NASDAQ OMX captures the inbound daily price data from investment companies and sponsors and then distributes this data out to newspapers and market data redistributors.

NASDAQ OMX BXSM (BXSM) and NASDAQ OMX PSXSM (PSXSM)

NASDAQ OMX offers additional equity venues with unique market models and full suites of data feeds available:

- > **NASDAQ OMX BX**, based on a price/time priority model, provides a rebate to remove liquidity, making it a popular venue for liquidity takers.
- > **NASDAQ OMX PSX** is an equity trading platform based on an innovative price/size priority model. PSX promotes larger order sizes while de-emphasizing speed.

NASDAQ OMX Options Data Feeds

The **NASDAQ Options MarketSM (NOM)** offers electronic trading in a price/time priority model with diverse order types available. NOM data can be obtained through a top-of-book feed, a full quote and order depth feed and detailed trade reports.

NASDAQ OMX PHLXSM (PHLX®) offers electronic and hybrid floor-based trading with a traditional allocation model and the ability to accept complex orders. PHLX data allows firms the ability to surpass OPRA latencies and receive information directly from PHLX, through both top-of-book and depth-of-book feeds. We also offer end-of-day and intra-day trade reports and historical data.

EUROPEAN, NORDIC AND BALTIC PRODUCTS

NASDAQ OMX Nordic, along with NASDAQ OMX First North, covers the exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga and Vilnius. Our data products allow users to access detailed information on trading activity, index data, liquidity measure indicators, company news and more for nearly 800 Nordic companies, including Carlsberg, H&M and Nokia. NASDAQ OMX Nordic Equity Products now also contain quotes for top-traded Oslo Bors-listed shares. Save your firm money by replacing costly Oslo Bors data products with a complete Scandinavian market overview with NASDAQ Nordic Equity data feeds.

Nordic Equity TotalView

Our lowest latency feed and the premier information product for professional investors and traders dealing in Nordic exchange-listed companies, Nordic Equity TotalView offers full market insight through the full market by level order book, news and analysis data and company financials for all Nordic equities. Trading data includes index values and weights, company disclosures and liquidity measure indicators.

Nordic Last Sale

Nordic Last Sale carries real-time order execution data for all trades on and off the NASDAQ OMX book as well as over-the-counter trades reported to the NASDAQ OMX Trade Reporting Facility in Stockholm. Nordic Last Sale provides robust opportunities for businesses, allowing firms and market data redistributors to create products that benefit the decisions of the investing public, including Dynamic Stock Tickers, Portfolio Trackers, Time/Price Graphs and Profit/Loss Screens.

Nordic Equity Level 1 & Level 2

The Nordic Equity products provide order book information on the single best and five best bid/ask for all Nordic OMX equity products, respectively. These enable traders to see full details of the prices and quantities attached to the best bids and asks. Company disclosures and price index values are also included.

Nordic Fixed Income Level 2

Contains real-time information, daily statistics and fixing information on government bonds, mortgage bonds, corporate bonds, premium bonds and mutual funds of the Nordic markets. Main content includes listing details, order book information, bid and ask quotes for up to five levels, trade information, derived information, fixings, indicative bid and ask quotes, daily turnover statistics and company disclosures.

Nordic Derivatives Product Suite

This product suite offers broad insight into the Nordic Derivatives market. Access real-time information on trading in equity and index options and futures, include listing details, trade and derived information, company news and disclosures. Level 2 shows the five best levels of bid and ask prices and their respective total quantity. The Nordic Derivatives Direct product provides direct connection to the low latency Genium INET™ system and Nordic Derivatives Enhanced offers Options Analytics, including real-time 'Greeks'.

Nordic HistoricalView

Provides access to daily files containing order data from NASDAQ OMX Nordic markets. Statistics on the quoted orders are summed up on the first 20 price depth levels and reports are available for the last 30 trading days. Available in either aggregated or market-by-order format.

Nordic TotalRetail

Delivers the most necessary data for the Nordic financial market in one simple feed for online display. TotalRetail enables the combined use of Nordic Last Sale, Index Data, Volume and Time Weighted Average Price and more for display on public websites.

Nordic Commodities

This real-time data product provides access to the world's largest power derivative markets. Information includes quote and trade info on all listed commodities contracts, as well as historical closing prices.

Nordic End of Day

These reports are delivered daily via FTP and contain information from the NASDAQ OMX Exchanges in Helsinki, Iceland, Stockholm and Copenhagen. Available for equities, fixed income, derivatives, indexes and Finnish mutual funds.

NASDAQ OMX GLOBAL DATA PRODUCTS

NASDAQ OMX Global Data Products has offices worldwide to better respond to the needs and requests of customers:

DEPARTMENT	PHONE	EMAIL
Account Management	+1 301 978 5307, option #2 +45 33 93 33 66	datasales@nasdaqomx.com
Operations	+1 301 978 5307, option #3 +45 33 93 33 66	dataops@nasdaqomx.com
Product Management	+1 301 978 5307, option #4 +45 33 93 33 66	dataproductions@nasdaqomx.com

ABOUT THE NASDAQ OMX GROUP

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with more than 3,600 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga and Vilnius. For more information about NASDAQ OMX, visit www.nasdaqomx.com.



Learn More

If you are interested in finding out more about these and other data offerings from NASDAQ OMX, visit the NASDAQ OMX Trader® websites at www.nasdaqomxtrader.com or www.nasdaqomxtrader.com/nordic. For additional questions or subscription information, please contact your account manager or email datasales@nasdaqomx.com.