

NASDAQ OMX Briefing: FISD Brazil 2010



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NASDAQ OMXSM

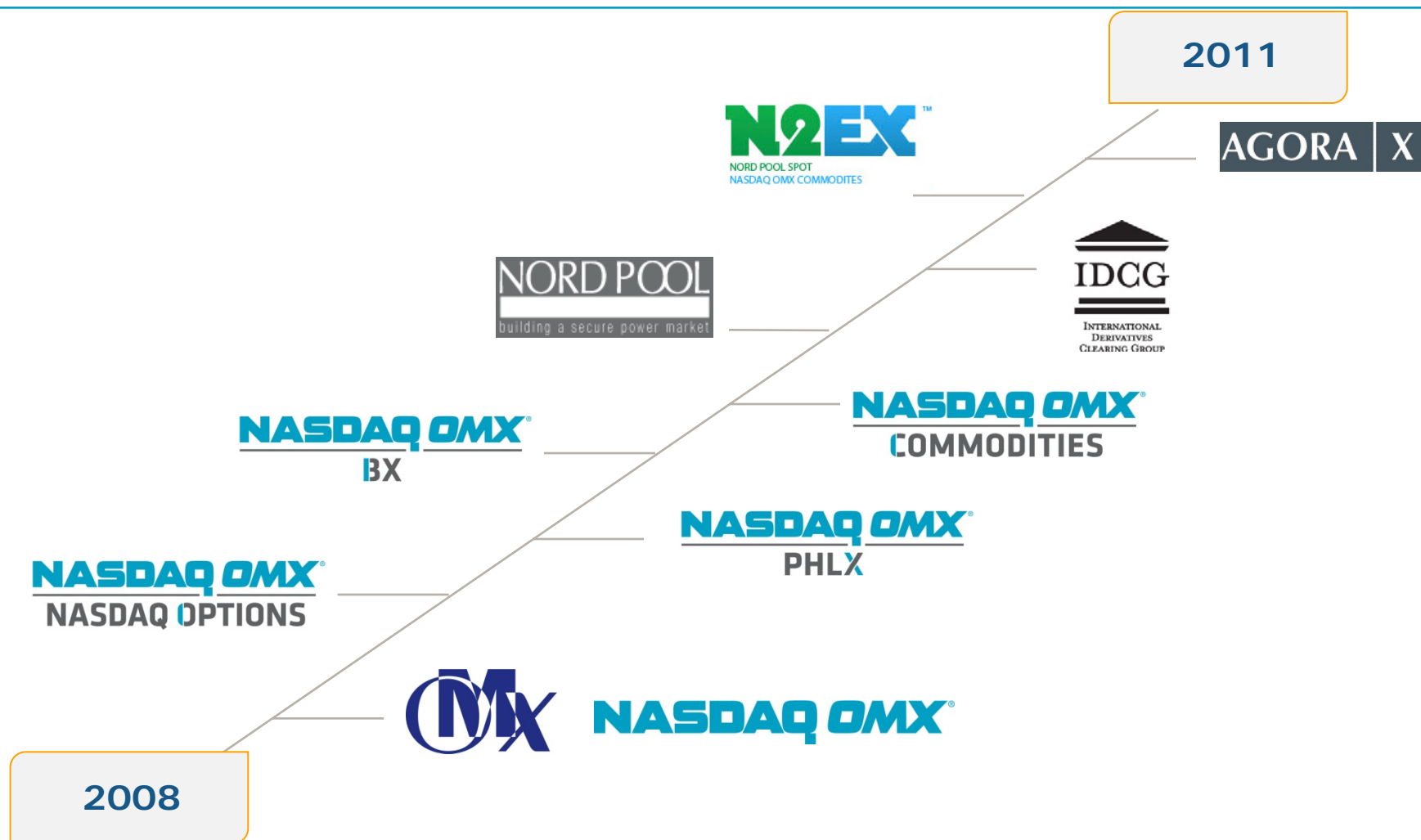
NASDAQ OMX and BM&F BOVESPA Sign Commercial Partnership Contract

- As announced on December 28, 2009, The NASDAQ OMX Group, Inc. and BM&FBOVESPA signed a commercial contract regarding global distribution of market data and the provisioning of NASDAQ OMX products and corporate services to public companies in Brazil.
- The commercial agreement includes NASDAQ OMX performing non-exclusive, international electronic distribution of market data related to the prices of stocks and financial assets traded on BM&F BOVESPA markets, and for the latter to perform non-exclusive distribution of market data related to the prices of stocks and financial assets traded on NASDAQ OMX markets.

NASDAQ OMX Snapshot

- *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 in 50 countries.*
- Owns and operates 22 markets and 10 clearing houses worldwide
- Market Technology powers more than 70 exchanges in 50 countries
 - Our technology powers 1 in every 10 of the world's securities transactions.
- Hundreds of millions of investors have access to NASDAQ OMX data products

Exchange Evolution



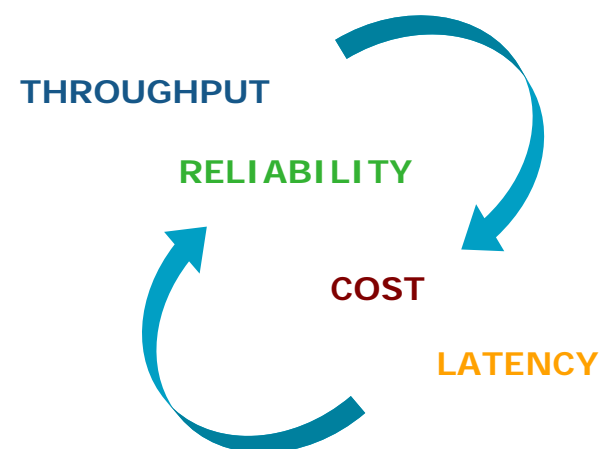
INET - High-Speed Trading Platform

- All NASDAQ OMX equity markets are **traded on the same global trading platform** lowering threshold for cross-Atlantic market access opportunities.
- INET is capable of handling more than 1 million messages per second at sub-250 microsecond average speeds.



Industry Leading Technology

- Leadership position in technology innovation - key to our business success
- The building blocks for our technology platform are based on speed (latency and throughput), reliability and total cost of ownership



	2001	2003	2006	2008	2009
Transaction Latency	1 second	180 millisec	1 millisec	500 microsec	250 microsec
Peak Daily Transactions	13M	16M	716M	2.9B	3.9B
System Reliability	99.98+%	99.98+%	99.99+%	99.99+%	99.99+%
Cost/Transaction	\$0.1077	\$0.0652	\$0.0007	\$0.0002	\$0.0001

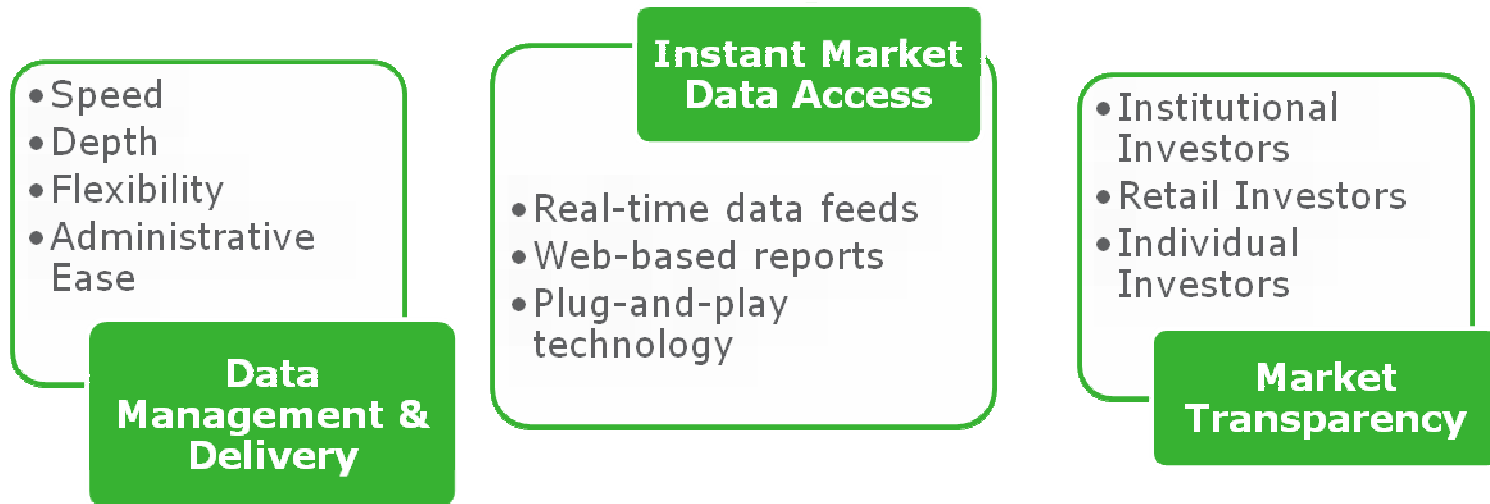
INET and Market Data



- Distributes market data at the same time as orders are accepted. Therefore, when a market participant sees their order, the world sees the order at virtually the same time via our ITCH market data feed, resulting in true price discovery.
- Mass distribution to professional and non-professional traders

NASDAQ OMX Global Data Products

Focused on creating innovative real-time and historical data products that provide unsurpassed market transparency to institutional, retail and individual investors.



NASDAQ Basic: Low-Cost Alternative to Level 1

NASDAQ Basic savings can be as much as 67% for most Level 1 users

- NASDAQ Basic includes:
 - **Basic Trade Data** – Tick-by-tick price and size information for trades executed in the NASDAQ Market Center or trades reported to the FINRA NASDAQ TRF.
 - **Basic Quote Data** – The best bid and offer and associated size available in the NASDAQ Market Center.
 - **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, Market Participant Position Reports and more.

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

NLS/ELS

- Optional capped price allows for mass distribution and flexibility
- NASDAQ Last Sale (NLS)
 - Direct data feed that provides real-time last sale data for securities listed on all U.S. exchanges — including price, volume and time.
 - Includes real-time NASDAQ Official Opening and Closing Prices — the benchmark reference prices for the financial industry.
 - The NASDAQ Stock Market has more liquidity than any other U.S. exchange, making NLS a **reliable and accurate** resource for real-time, intraday trade data.
 - Enables firms to create dynamically updating stock tickers, portfolio trackers and price/time graphs.
- European Last Sale (ELS)
 - Real-time order execution data from the NASDAQ OMX system for Nordic and Baltic exchange-listed securities.
 - Allows firms to create products that benefit the decisions of the investing public.

NASDAQ TotalView®

- NASDAQ's premier and standard-setting data feed
- Every single quote and order at every price level for all NASDAQ-, NYSE-, NYSE Amex- and regional-listed securities on the NASDAQ book.
- 20x the liquidity of Level 2 and 3x the liquidity within five cents of the inside market
- Includes Net Order Imbalance information for the NASDAQ's Opening and Closing Crosses, plus IPO and Halt Crosses.

Global Index Data Service (GIDS)

- NASDAQ OMX's premier global index data feed service
- Calculates and disseminates real-time updates and daily summary messages for the most widely followed indexes and ETFs in the world, including:
 - intraday NAVs
 - settlement values
 - currency spot values
 - end-of-day summary

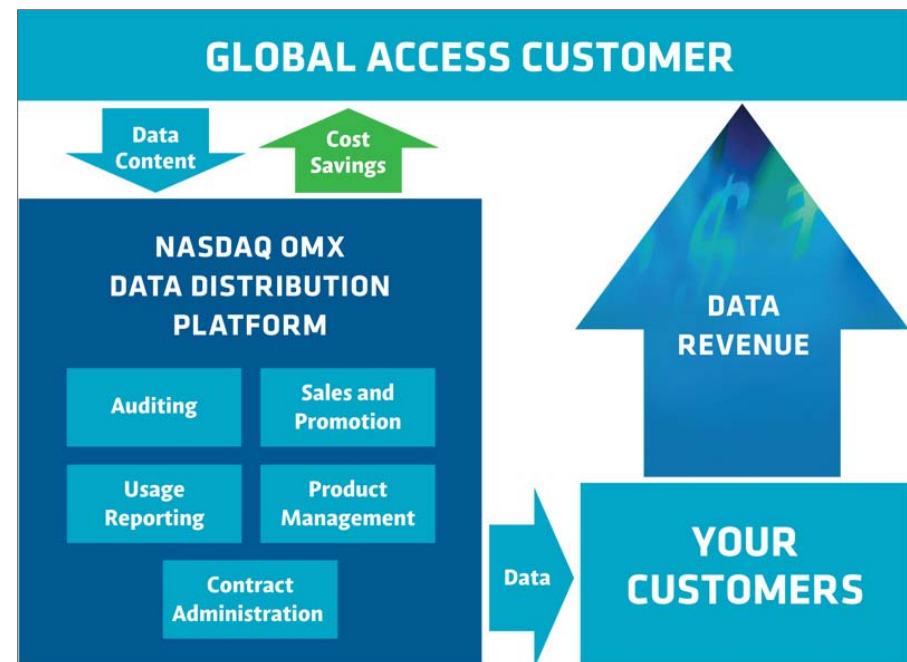
NASDAQ OMX Outsourcing Services

- 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

- NASDAQ Global Access

- Offers content owners the opportunity to leverage the sales, administrative, technical and brand strength of NASDAQ OMX



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