

## Globalization

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GLOBALIZATION IS AN IMPORTANT ASPECT OF NASDAQ'S VISION. BY CREATING INTERNATIONAL ALLIANCES, NASDAQ IS LEAVING ITS ELECTRONIC FOOTPRINTS AROUND THE WORLD.

**NASDAQ is building the links to all the world's investors and fast becoming the world's first global exchange. Our electronic market structure and brand recognition provide the foundation for worldwide expansion. Unlike a floor-based exchange, NASDAQ's open architecture is not limited to geography. Market makers and trading systems can connect into NASDAQ from anywhere in the world, which has played a critical role in democratizing equity markets in the U.S.**

Since the majority of global capital markets' activity is in Europe and North America, we are focusing our initial globalization efforts in these regions, while creating important ties in Asia and elsewhere. Our approach is to help develop and consolidate vibrant local markets in these regions that we can eventually meld into a globally networked marketplace, accessible 24 hours a day from anywhere in the world. Our long-term goal is to help people around the world gain greater access to equity investing by building a highly efficient, globally integrated network. ■

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NASDAQ IS MAKING GREAT STRIDES IN BECOMING THE GLOBAL MARKETPLACE OF THE FUTURE.

### Asia

During 2001, NASDAQ opened new representative offices in **Bangalore and Shanghai**—designed for educational purposes and to enhance our services for NASDAQ-listed companies in India and mainland China. ■

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CANADIAN INVESTORS  
HAVE ACCESS TO  
CANADIAN COMPANIES  
LISTED ON NASDAQ  
THROUGH LOCAL  
CANADIAN BROKERS.

### Canada

**NASDAQ Canada, launched in November 2000, provides Canadian investors direct access to U.S. securities** and offers listed companies the ability to raise capital more efficiently. Modeled after The NASDAQ Stock Market, NASDAQ Canada represents an alternative market structure to the traditional Canadian equity exchanges and, therefore, will help to facilitate capital formation in Canada, contributing to job creation and economic growth. ■