Nasdaq Primary is digitalizing the process of raising debt capital on one connected platform. Designed with and for all market actors, the platform covers every step of the debt issuance process, offering seamless interactions and a fully integrated workflow.

Nasdaq Primary concentrates the entire debt issuance lifecycle on an OTC platform. The solution provides functionalities that help simplify collaboration between issuers, dealers, brokers, advisors, and asset managers through the entire process from collaborative framework creation, documentation management, bilateral negotiation, all the way to debt origination, distribution, and secondary market activity.

With the possibility to integrate Nasdaq Primary with any third-party software on the issuer, intermediary, and investor side, the platform is set to be a one-stop shop for all types of debt transactions with a full audit trail.

The platform covers the entire lifecycle of sustainable debt issuance including collaborative framework building, KPI & Covenant monitoring, and impact reporting – everything in compliance with the latest market standards.
### Key Benefits

#### Issuers

**Increased financing options**
Improve your reach in terms of markets, geographies, and intermediaries. With Nasdaq Primary, you have the possibility to cover more debt products and investors around the world.

**Reduced manual errors and administration**
By being integrated with your back-office systems and automating post-trade, Nasdaq Primary facilitates a full STP process, saving you time and reducing operational risks.

**Growth of ESG capabilities**
Nasdaq Primary provides a one-stop solution for ESG debt issuers that allows them to collaboratively build and promote their framework with counterparts, gain unparalleled visibility in the investor community, and issue ESG debt products with ease.

#### Intermediaries

**Center of negotiation**
Dealers and brokers remain at the center - negotiate bilaterally with your issuers and investors. Renegotiate the terms (amount, starting date, maturity, rate, etc.) as desired until you reach an ultimate deal.

**Seamless Workflow**
From the first contact with issuers to distribution to investors.

**Enhanced Market Presence**
Be the first to respond to your clients and the quickest to reach investors - never again lose the opportunity by missing an email, a bloom chat, or a phone call.

**Scaled up reach**
Easily discover and open lines with new issuers and investors on the platform.

**Open platform**
Buy a debt instrument on Nasdaq Primary and sell it elsewhere, and vice versa.

#### Investors

**Transparent market access**
Enjoy direct digital access to the primary debt market and leverage market data to identify the most suitable investment opportunities for your portfolio.

**Direct Fund Allocation Management**
You can link your order flow from your OMS to negotiations on Nasdaq Primary and manage your fund allocations directly from the platform.

**Unparalleled view of Sustainable investment opportunities**
Nasdaq Primary provides a transparent and comparable view of ESG frameworks and issuers, allowing investors to laser-focus their investment decisions and effortlessly track the impact of their sustainable investments.
Achieve full STP effortlessly

Product Overview

- Web-based SaaS solution easy to access and use
- Bilateral buy-side & sell-side negotiation
- Access to the most comprehensive debt market platform at a fixed yearly fee
- Unlimited users from your company at no additional cost
- Incorporated listing through API to Nasdaq Commercial paper segment
- Step-by-step IT integration to fully automize workflow
- Automatic ISIN retrieval in under 10 minutes (NEU CP, more to come.....)
- Open OTC platform with possibility to trade on secondary market
- Automatic data flow to your systems (TMS/OMS, Fx software) through APIs

Nasdaq Primary has been developed in partnership with Onbrane, a European fintech company focusing on producing sustainable and innovative solutions for the debt market leveraging web-based technology.

Onbrane has some of the largest public and private companies in Europe on the platform, including:

For more information please contact: Primary@nasdaq.com

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