Product Quality Practices Statement

Effective September 2025

Nasdaq is a global technology company serving corporate clients, investment managers, banks, brokers, and exchange operators as they navigate and interact with the global capital markets and the broader financial system. Our diverse offering of data, analytics, software, exchange capabilities, and client-centric services enables clients to optimize and execute their business vision with confidence.

We embed accountability and strategic oversight into every layer of Nasdaq's product development process. Each of our major product lines has a dedicated product strategy leader. These leaders report into sub-division heads who in turn report directly to the President of Market Platforms and/or the President of Capital Access Platforms. Across our platforms, we maintain a disciplined approach to tracking and resolving product quality issues. These issues are monitored through established helpdesk systems, ensuring consistent visibility and accountability. Regular internal reports are generated to analyze trends, identify root causes, and guide corrective actions or improvement initiatives.

We maintain robust mechanisms for receiving, investigating, and resolving customer complaints across all platforms. Feedback is captured through multiple channels, with most clients using helpdesk systems to log tickets for support, queries, or concerns. Additional input is gathered through satisfaction surveys and in-person meetings. These interactions are tracked via helpdesk tickets or documented in minutes of meetings, helping to ensure transparency and follow-through. To further strengthen engagement, each client is supported by a dedicated Customer Success Manager, who oversees the broader customer experience and ensures timely resolution of issues.

Nasdaq equips teams with the knowledge and tools needed to deliver responsible product offerings. All relevant employees receive regular training in a variety of formats, including detailed presentations, demos, online courses, and targeted module training. Certification programs are available for employees working in specific domains to enhance subject matter expertise. These development efforts promote ongoing learning and support high standards in product quality and operations.

This Product Quality Practices Statement applies to all Nasdaq product lines and is reviewed periodically by Executive VPs on Nasdaq's Leadership Team who oversee those products. It is made available to Nasdaq's workforce and the public on Nasdaq's website.