

A close-up, low-angle shot of a woman with short brown hair wearing round-rimmed glasses. Her reflection in the lenses shows a computer screen displaying a globe and data charts. She is resting her chin on her hand, looking thoughtfully at the screen. The background is dark and out of focus, suggesting an office environment.

Nasdaq North American Markets

U.S. Exchange Traded Products

nasdaq.com/solutions/nasdaq-etf-listings

Nasdaq is a global technology company dedicated to serving the needs of capital markets, while deepening access and engagement for all market participants. Nasdaq North American Markets (NAM) harnesses world-leading technology, reliability, speed of execution and tailored services – to power the largest, most dynamic marketplaces in the U.S. and Canada.



We Combine Ingenuity, Integrity and Insights to:

1.

Improve investor access
to global markets

2.

Enhance the investor
experience through
cutting-edge market
structure tools

3.

Advance capital
market innovation

Our North American Markets



Equities

Four trusted, high-performing equities exchanges in the U.S. and Canada

Inventor of electronic trading and listing venue to the most innovative companies, we continue to set new standards

Our purpose-driven solutions help investors across every stage of the trade lifecycle

Options

Six U.S. options exchanges, collectively catering to the needs of all market segments

Complete suite of products, delivering superb flexibility and customization

Advanced common architecture ensures seamless functionality across all options

ETPs

20+ years partnering with issuers to deliver state-of-the-art ETPs

Premier liquidity and execution with 450+ ETP listings with \$1 trillion in AUM¹

Unparalleled marketing tools that differentiate, activate and amplify your brand

Connectivity

Access to all Nasdaq markets and market data feeds

Wide variety of connectivity options and market data to fit specific network and trading needs

Connect to our liquid markets via Co-location, Point of Presence (POP) and Connectivity services

Backed by a History of Innovation and Leadership

20+ Years of Accumulated ETP Listing, Trading and Marketing Expertise

450+ Nasdaq-listed ETPs | \$1 trillion in AUM¹ | Approx. 40 Nasdaq-listed ETP issuers



A Leading
Marketplace
for ETPs

We forge meaningful partnerships with issuers to deliver state-of-the-art
ETP products and, in turn, exciting new benefits to investors.

Nasdaq Firsts

Home to the
first U.S.-listed
bond ETFs

Listed one of
the first Bitcoin-
linked ETFs in
the U.S.

Listed the **first**
cryptocurrency-
related tracker
certificate on
Nasdaq Nordic

First to list
actively managed
ETPs that don't
require daily
holdings disclosure

1999 – Invesco QQQ, benchmarked to Nasdaq-100® Index, was the first ETF listed on Nasdaq

High-Touch ETP Support

Helping Issuers Navigate Challenges and Opportunities Every Step of the Way

Nasdaq ETP Service Model

Pre-Launch	Launch	Ongoing Support
<p>Guidance completing listing application process and navigating SEC rule filings</p>	<p>ETP-focused liquidity programs to promote efficient trading</p>	<p>Consistent contact with our marketing team to deliver on activation plans</p>
<p>Strategic marketing plan that aligns with your business</p>	<p>Turnkey marketing activation opportunities</p>	<p>Continued listing guidance and advocacy with regulatory bodies for market framework and rulemaking</p>
<p>Introductions to key partners like market makers, agencies and distributors</p>	<p>Data transparency for execution quality, trading and market structure</p>	<p>Simplified access to Nasdaq businesses like eVestment, Nasdaq Fund Network, Indexing, Corporate Listings and more</p>

Nasdaq Marketing Services – Global Reach, Brand Exposure, Tailored to Your ETP Launch

1. Content Creation

- Tap the power of the Nasdaq MarketSite Tower in Times Square
- Be part of #TradeTalks with a total social reach of 335M

2. Content Activation

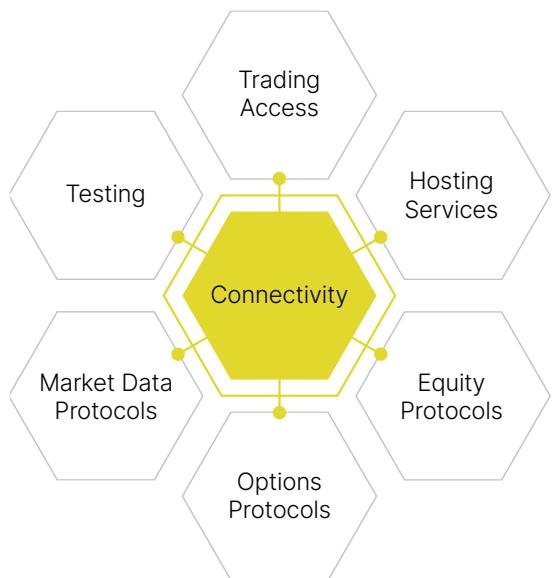
- Contribute to well-followed newsletters and intelligence briefs
- Engage 12M monthly visitors on Nasdaq.com
- Leverage our valuable third-party placements

3. Content Amplification

- Celebrate with a live Bell Ceremony or photo opportunity
- Harness our vast social networks with nearly 2.5M total followers

Connect to Nasdaq Markets

Access all Nasdaq markets and market data feeds. We offer a wide variety of connectivity options and market data to fit a firm's specific network and trading strategy needs. Clients can connect to our liquid markets via Co-location, Point of Presence (POP) and Connectivity services.



Nasdaq Co-Location and Connectivity

Co-locate servers and equipment within the Nasdaq Data Center, providing proximity to the speed and liquidity of all of Nasdaq's U.S. markets.

Reduce latency and network complexity by utilizing high-density cabinets and an exchange hand-off to all Nasdaq U.S. markets.

Point of Presence (POP)

Cross-Connect to the Nasdaq Network and receive all our market data access and order entry capabilities as you would in our data centers with redundant high-speed, low latency fiber network hand-offs.

Direct Connectivity

Nasdaq's Direct Circuit Connect provides clients located offsite with a direct connection to the Nasdaq Primary Data Center.

Clients may connect to our data centers via any of our approved Direct Connect Providers.

Building the Next Generation of Capital Markets

1.

We are accelerating our decade-long cloud journey, building the next generation of cloud-enabled infrastructure for the capital markets in partnership with Equinix and Amazon Web Services (AWS), with the primary data center located in Carteret, NJ.

2.

We are bringing the cloud to our clients by incorporating AWS Outposts directly into our core network to deliver ultra-low-latency edge compute capabilities from our primary data center to provide hyper-scalability to clients while also moderating expenses.

3.

Our hybrid infrastructure will provide low-latency access to on-premises systems and give clients access to cloud-based services, including virtual connectivity services, market analytics and machine learning.



Nasdaq North American Markets

Here to Serve and Advance Capital Markets Through a Diverse Portfolio of Solutions

We are proud of our **50+ years** of market innovation and thought leadership, and are committed to always delivering:

Top-tier technology

As a global technology company, we provide cutting-edge trading platforms and common architecture that help all market participants meet their goals.

Ceaseless innovation

As the originators of electronic auctions, we're reshaping capital markets of today and tomorrow through purpose-built infrastructure solutions, while expanding future accessibility.

Market-structure advancements

By advocating with the SEC, we're committed to reforms that promote better market quality, increased liquidity and price discovery.

Bespoke Exchange Traded Product services

Top ETP issuers partner with us to launch and market their products through tailored, dedicated services available pre and post launch.

Connect with Us to Learn More About Nasdaq North American Markets

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Endnotes

¹Q1 2022, Nasdaq U.S. exchange.