

Nasdaq North American Markets

# U.S. Exchange Traded Products

[nasdaq.com/solutions/nasdaq-etf-listings](https://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

50+  
Years of  
Innovating

10  
North American  
Exchanges

#1  
U.S. Equities Exchange  
by Market Share<sup>1</sup>

### 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
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### 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
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### ETPs

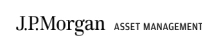
20+ years partnering with issuers to deliver state-of-the-art ETPs	Premier liquidity and execution with 450+ ETP listings with \$1 trillion in AUM <sup>1</sup>	Unparalleled marketing tools that differentiate, activate and amplify your brand
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### Connectivity

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
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# 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 AUM<sup>1</sup> | 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

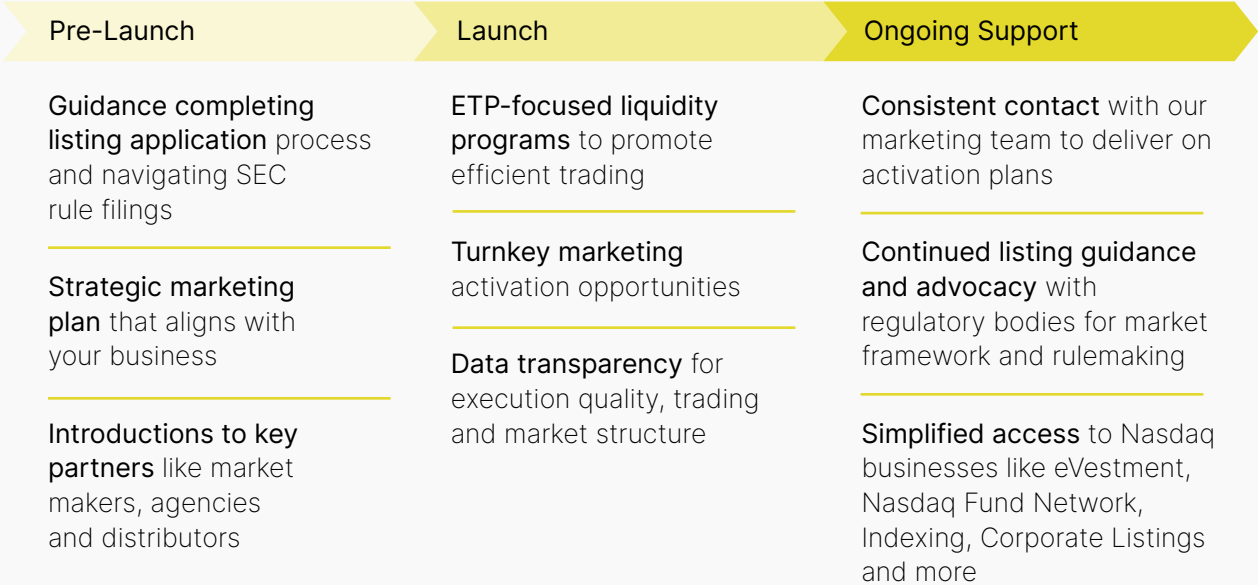
First to list actively managed ETPs that don't require daily holdings disclosure

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

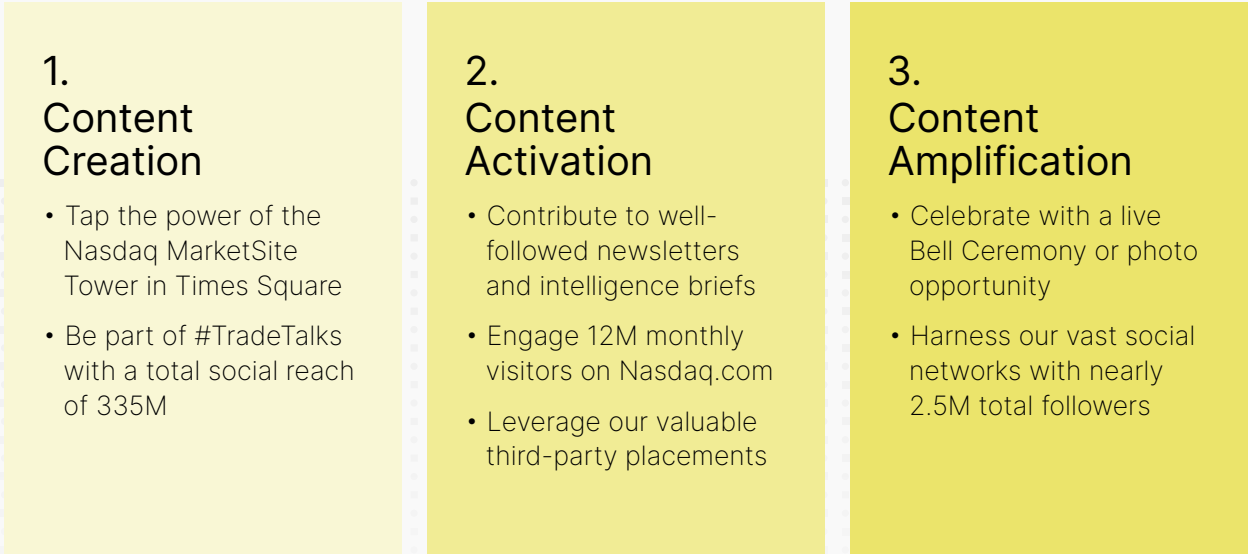
# High-Touch ETP Support

## Helping Issuers Navigate Challenges and Opportunities Every Step of the Way

### Nasdaq ETP Service Model

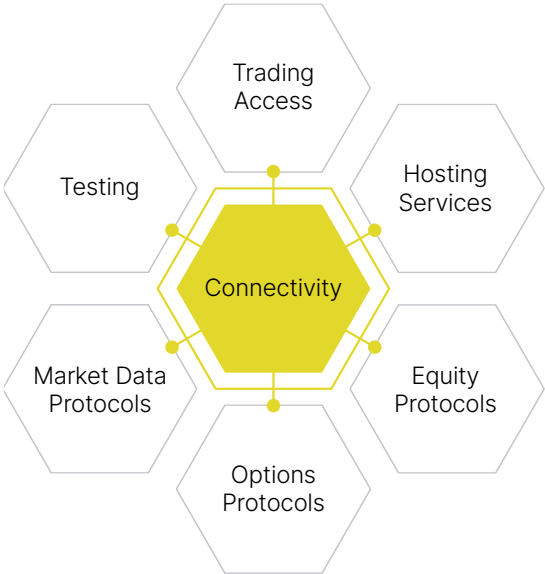


### Nasdaq Marketing Services – Global Reach, Brand Exposure, Tailored to Your ETP Launch



# 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:

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### **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.

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### **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.

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### **Market-structure advancements**

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

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### **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

<sup>1</sup>Q1 2022, Nasdaq U.S. exchange.