

## Connecting Public-Companies with Institutional Investors

Building on the success of the Select Market Maker Program, NASDAQ OMX Transaction Services U.S. is teaming up with the NASDAQ Market Intelligence Desk (MID) to offer the NASDAQ Corporate Direct Program. Through the MID, the Corporate Direct Program leverages our existing relationships with the brokerage community to bring together NASDAQ-listed companies with securities firms that are interested in hosting issuer meetings with institutional investors.

NASDAQ is the only marketplace that offers a service like the Corporate Direct Program. The Corporate Direct Program provides an opportunity to leverage NASDAQ's valued partnerships to strengthen these relationships.



### Benefits

While the Corporate Direct Program is value-added service that provides broadened exposure of our listed companies to the investor community, it has many benefits for the brokerage community as well. This program gives market makers both visibility and potential revenue and opportunities including:

- Generate potential trading activity and commissions from one-on-one meetings.
- Gain access to corporate management.
  - Offer additional corporate services such as investment banking and buybacks
  - Develop broader universe of relationships to invite to networking events and conferences

### How it Works

Participation in the Corporate Direct Program is determined by the MID on an issuer-by-issuer basis. NASDAQ-listed companies initiate the process by completing a request form and submitting it to NASDAQ. The MID then allocates the request to a qualified participating broker.

Factors considered when evaluating brokerage firms include issuer market cap, sector, price and trading volume. The MID will also take into account industry specialties of the broker as well as their status and level of participation in the Select Market Maker Program. Criteria may also depend on individual company requirements, such as travel restrictions or specific broker preferences.

### More Information

For more information on the Corporate Direct Program or the Select Market Maker Program, contact NASDAQ Market Sales at +1 800 846 0477 or [sales@nasdaqomx.com](mailto:sales@nasdaqomx.com).

#### Disclaimer:

The information provided to the MID through the Corporate Direct Program will be used to attempt to arrange an in-person meeting. Any meeting set up as part of the Corporate Direct Program is dependent on mutual interest between the inquiring company and the brokerage firm. Submission of information shall not be deemed to constitute or create any legally binding or enforceable obligation on the part of either party.