



November 1, 2016

Nasdaq Announces Launch of the "Nasdaq Trading Insights" Product Suite

First Product Suite to Debut from the Global Information Services (GIS) Innovation Lab

Powers Proprietary Data with Advanced Analytics and Machine Learning Techniques to Deliver Unprecedented Trading Intelligence

NEW YORK, Nov. 01, 2016 (GLOBE NEWSWIRE) -- Nasdaq (Nasdaq:NDAQ), a leading provider of real-time market data and analytics to financial professionals and retail investors globally, today announced the launch of "[Nasdaq Trading Insights](#)," a product suite designed to help traders better understand how they perform in the market, how the market behaves, and how they can adjust their strategies to be more successful.

Infographics accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/06ea6af0-c6b2-449d-9cd1-815a7144e271>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/8e8d760a-a502-4c8e-b589-a5623c09c9cb>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/301590a5-bfe4-4792-af16-ab5f2d5502c8>

"We are always looking for ways to expand beyond our core data products and to help create better experiences for traders, so they can glean stronger insights and make better trading decisions," said Oliver Albers, Vice President of Global Information Services, Nasdaq. "Nasdaq Trading Insights underscores our commitment to innovation and making data more actionable to empower our clients with the tools and insights they need to remain competitive. Similar to the 30+ products we've launched in the past five years, the product suite was developed with our client's interest in mind and provides advanced analytics to help traders better navigate today's capital markets."

Nasdaq Trading Insights is the first product suite to debut from the GIS Innovation Lab, a virtual workshop led by a small task force of Nasdaq technologists, data scientists and business teams focused on creating game-changing solutions for the trading and investment community. The product suite combines proprietary data with advanced analytics and machine learning to provide insights for US listed stocks trading on The Nasdaq Stock Market. Nasdaq Trading Insights today offers three initial solutions, with new components and other enhancements to be added in the future:

- 1 [Peer Benchmarking](#): Analyzes 40+ metrics to rank a firm's equity trading performance on The Nasdaq Stock Market against a group of peers with similar trading behavior
- 1 [Missed Opportunities - Liquidity](#): Detects where larger trades could have been executed and provides visibility into missed order volume to help yield stronger trading performance in the future
- 1 [Missed Opportunities - Latency](#): Helps a firm better understand why they missed a trade due to latency on a resting book order

To learn more about [Nasdaq Trading Insights](#), please visit our [website](#) or [click here](#) and a member of Nasdaq's team will

 [Peer Benchmarking](#)

Peer Benchmarking

 [Missed Opportunities - Liquidity](#)

Missed Opportunities - Liquidity

 [Missed Opportunities - Latency](#)

Missed Opportunities - Latency

contact you.

About Nasdaq:

Nasdaq (Nasdaq:NDAQ) is a leading provider of trading, clearing, exchange technology, listing, information and public company services across six continents. Through its diverse portfolio of solutions, Nasdaq enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 70 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to more than 3,700 listed companies with a market value of \$10.0 trillion and approximately 18,000 corporate clients. To learn more, visit: nasdaq.com/ambition or business.nasdaq.com.

Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about Nasdaq and its products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond Nasdaq's control. These factors include, but are not limited to factors detailed in Nasdaq's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

Nothing contained herein should be construed as investment advice from Nasdaq, either on behalf of a particular financial product or an overall investment strategy. Nasdaq makes no recommendation to buy or sell any financial product or any representation about the financial condition of any company or fund. Investors should undertake their own due diligence and carefully evaluate financial products before investing. **ADVICE FROM A SECURITIES PROFESSIONAL IS STRONGLY ADVISED**

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