Forty years ago, we introduced electronic trading. Today electronic trading is the norm, making the world’s capital markets move faster, more efficiently and more transparently. We now own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting all asset classes and the entire lifecycle of a trade. That’s why more than 70 marketplaces rely on our technology to power 1 in 10 of the world’s securities transactions. Welcome to where exchanges are redefined.
LETTER TO SHAREHOLDERS

On February 8, 1971, when every other financial market on the planet used a physical trading floor, we redefined the industry by launching the first electronic market. Many thought electronic trading was too disruptive and would not last. We saw it as an efficient way to develop and empower economies worldwide. Our technology and communication tools could directly connect market participants for the first time.

At that time, access to capital for growth companies was limited, and the venture capital firms seeding their innovations needed exit strategies. It was the advent of the Information Age with entrepreneurial companies developing unimaginable products and services. We embraced the future and shared their risk, inventing the modern IPO to fuel their technological, medical, and social advances. The capital they raised created millions of jobs along the way and shaped the modern world.

This revolutionary way of building economies rippled around the globe. Forty years later, the NASDAQ model is emulated by every major exchange in the world, creating openness, transparency and efficiency for all investors by providing equal and fair access to the marketplace. Technology is still at the heart of everything we do. We set the bar in 1971 and continue to raise it today, relentlessly redefining the role of the exchange in the global economy. That’s why more than 70 marketplaces in 50 countries rely on us to power their markets - from centuries-old bellwethers to newly formed emerging markets. We power 1 out of every 10 securities transactions worldwide. Our unwavering commitment to champion opportunity continues to spur the world-advancing ingenuity of our approximately 3,400 global listed companies. They look to us to influence smart regulation, drive fiscal policy, and foster investor trust so they can turn what if into why not.

Markets are the cornerstone of economies, fueling the progress that shapes our future. Without strong, transparent, nimble, and credible markets, innovation goes unrealized. We remain true to our mission: WHERE INNOVATION MEETS ACTION — FUELING THE WORLD’S ECONOMIC GROWTH ONE INVESTOR, ONE COMPANY, ONE MARKET AT A TIME. We will continue to lead change in the global economy because that’s what disrupters do . . . we transform. And we’re just getting started. Imagine what the next 40 years will bring.

Robert Greifeld
Chief Executive Officer
CEO INTERVIEW

JOHN SWEENEY, NASDAQ OMX IRO, INTERVIEWS BOB GREIFELD, NASDAQ OMX CEO

John: In the past year the financial system has been challenged and criticized. In your view, is the criticism fair?

Bob: Certainly any system can stand to improve itself. After the 2008 credit crisis, we’re going to witness criticism for a period of time. I think it’s important to recognize what we do. We bring openness and transparency to the markets, creating an equal playing field for all players. When you look at the freezing of the credit markets in 2008, we did not have the concurrent activity in the equity markets. While the credit markets completely froze because of their opaque nature, the equity markets handled record volumes. Coming out of the credit crisis, I think people recognize the value of on-exchange trading and the mutualization of risk through clearing houses. This will serve us well over the long term.

John: Tell me about the $100 million share buyback in the last quarter of 2011.

Bob: At the board level, we’ve committed to $300 million of a share buyback. During the fourth quarter of 2011, we repurchased 3.98 million shares of our common stock at an average price of $25.10, for an aggregate purchase price of $100 million. We intend to complete the remainder as soon as we can in a prudent manner. The other big question is with respect to a dividend. It’s under consideration and it’s not really a question of if, but a question of when. We recognize that we have a cash generative business and it’s our incumbent responsibility to return that to investors in either the form of a dividend or share buybacks.

John: What are your thoughts on high frequency trading?

Bob: First, I want to speak about what an exchange uniquely does. An exchange is where price discovery happens. When you look at the price of Apple, we discover that price in the exchange through a fair access standard, inviting all investors with divergent viewpoints into our market to discover what the true price should be. We have investors who will think about it in the nanosecond, which is considered high frequency trading. We have small investors - retail investors – and very large institutional investors coming into the marketplace. We have those who think in a five- or 10-year time frame. They all come together and interact with each other through their orders to discover price. We think it’s a fundamental mistake to preclude any investor, regardless of size or priority, from equal and fair access to the marketplace.

John: Bob, thank you for being here today. We look forward to updating you on NASDAQ OMX’s progress as we move forward.
2011 ACHIEVEMENTS

REVENUE GROWTH OVERACHIEVEMENT

NASDAQ OMX +11% UP $170M
Options Trading +18% UP $48M
Corporate Solutions +15% UP $12M
Global Index Group +11% UP $5M
Access Services +29% UP $50M
European Market Data +19% UP $13M
Market Technology +20% UP $31M

GLOBAL CAPITAL FORMATION

More trading choices across our equities markets
NASDAQ OMX Market Share 72%
87 Global IPOs (78 U.S., 9 Nordic/Baltic)
NASDAQ OMX Switches $75B in Market Cap
Launched Genium INET for Cash Fixed Income trading on five of our Nordic and Baltic markets

OPERATIONAL EXCELLENCE

NASDAQ Options Market
76% Latency Reduction 400% Increased Throughput
Closing Cross Records
Russell Reconstitution Best Price Discovery Facility
NASDAQ-100 Special Rebalance
NASDAQ Data-On-Demand
2011 IMD Award Winner
Most Innovative Market Data Project
Genium INET
Bond Trading Across 5 Nordic & Baltic Markets
Genium INET Web Trade Launched
Singapore Exchange (SGX) went live
SIX Swiss Exchange Implemented X-stream INET
JapanNext successfully went live with X-stream
Osaka Securities Exchange (OSE) launched J-GATE, a new derivatives trading system

NEW INVESTMENT OPPORTUNITIES

Alpha Index Option Pairs Trend company performance against the S&P 500
900+ Number of Indexes in the U.S. All-Market Family
25 New Products Tracking NASDAQ OMX Indexes
Over 8200 structured products are now linked to our index performance

BEYOND THE MATCH

NASDAQ OMX SMARTS made first sale of surveillance technology into Latin America
Launched Genium Risk The first real-time risk management system with multi-asset capabilities
Our new Ultrafeed provides low latency, normalized data from multiple asset classes

NEW ACQUISITION

Glide Technology Integrated PR & IR Content Management World-class monitoring and analysis
RapiData, now known as NASDAQ OMX Event Driven Analytics, provides U.S. Government & Economic News direct from the source via Electronic Feed
KASM Firm specializing in post-trade OTC risk management software
### 2011 PERFORMANCE

<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>2011 REVENUE</th>
<th>2011 GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>European Equity Trading</td>
<td>$93M</td>
<td>3% Growth</td>
</tr>
<tr>
<td>U.S. Market Data</td>
<td>$135M</td>
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<tr>
<td>Global Index Group</td>
<td>$52M</td>
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<tr>
<td>U.S. Derivative Trading</td>
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<tr>
<td>Corporate Solutions</td>
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<td>Access Services</td>
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<td>U.S. Listings</td>
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</tr>
<tr>
<td>U.S. Tape Plans</td>
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<tr>
<td>Market Technology</td>
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<tr>
<td>European Market Data</td>
<td>$83M</td>
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<td>European Listings</td>
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<tr>
<td>U.S. Equity Trading</td>
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<td>European Derivative Trading</td>
<td>$128M</td>
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### 40 YEARS OF HISTORY

<table>
<thead>
<tr>
<th>Markets Operated by NASDAQ OMX</th>
<th>1971</th>
<th>2011</th>
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<tbody>
<tr>
<td>NASDAQ OMX Indexes</td>
<td>1</td>
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</tr>
<tr>
<td>NASDAQ OMX Employees</td>
<td>24</td>
<td>2,433</td>
</tr>
<tr>
<td>Marketplaces Using NASDAQ OMX Market Technology</td>
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<td>2011</td>
</tr>
<tr>
<td>NASDAQ OMX Global Office Locations</td>
<td>1</td>
<td>2011</td>
</tr>
</tbody>
</table>

### YEAR IN REVIEW

#### January 2011
- NASDAQ OMX Hosts Remote Market Open from Davos WEF

#### February 2011
- NASDAQ OMX appoints new president of NASDAQ OMX Finland
- Osaka Stock Exchange launches J-GATE, a new derivatives trading system
- Singapore Exchange partners with NASDAQ OMX to provide corporate solutions to Asian companies

#### March 2011
- NASDAQ OMX Launches Genium INET Web Trade, a Web Based Trading Application with Pre-Trade Limits
- NASDAQ OMX starts trading in new ETFs from SEB
- NASDAQ OMX starts trading in two new fixed income ETFs from XACT Fonder
- NASDAQ OMX and National Association of Corporate Directors Announce Unique Partnership

#### April 2011
- Investors Demanding Positive Eco and Social Impacts Can Now Access NASDAQ Sustainability Index for Their Portfolios
- NASDAQ OMX Reports Record First Quarter 2011 Results
- NASDAQ Welcomes 21Vianet
- NASDAQ Closing Cross Has a Record Day for the Special Rebalance of the NASDAQ 100 Index

#### May 2011
- Edward Lowe Foundation Receives $730,000 Grant From The NASDAQ OMX Educational Foundation for Research on Job Creation and Capital Access
- NASDAQ-100 Data Explorers Optimized Index launched, enhances liquidity
- NASDAQ OMX CEO Bob Greifeld Presents at the UBS 13th Annual Global Financial Services Conference
- SEC Approves BX Venture Market
- NASDAQ Welcomes Leading Russian Internet Company Yandex
- Junior Achievement and NASDAQ OMX Help NYC and LI Youth Find the Next Million Dollar Idea
NASDAQ OMX Corporate Solutions Debuts Social Media and Investor Products at NIRI Conference

SIX Swiss Exchange Extends Contract With NASDAQ OMX and Upgrades to New Trading Platform

NASDAQ OMX Successfully Launches Bond Trading on Genium INET Across Five Nordic and Baltic Markets

NASDAQ Closing Cross Proves to be the Best Price Discovery Facility During the Russell Reconstitution

NASDAQ OMX and RTS Stock Exchange Announce Market Data Partnership

NASDAQ Welcomes Zillow to the NASDAQ Global Market

NASDAQ Welcomes Skullcandy to the NASDAQ Global Market

NASDAQ OMX Continues to Deliver Record Earnings

NASDAQ Welcomes Dunkin’ Brands Group, Inc. to the NASDAQ Global Select Market

NASDAQ Welcomes Carbonite to the NASDAQ Global Market

Board Communications Go Mobile With the Launch of NASDAQ OMX’s Directors Desk HD

Take Aim: NASDAQ OMX and Prostate Cancer Foundation Team Up

The Mako Group Selects NASDAQ OMX’s SMARTS Broker to Manage Derivatives Surveillance

NASDAQ OMX Hosts Ceremonies in Remembrance of September 11, 2001

BM&FBovespa and BSM Choose NASDAQ OMX’s SMARTS Integrity to Enhance Market Surveillance Operation

NASDAQ OMX Nordic Indexes to be Added to Axioma’s Risk Modeling System

NASDAQ OMX to Launch UltraFeed

NASDAQ OMX Announces Program to Repurchase Common Stock

Osaka Securities Exchange and NASDAQ OMX Corporate Solutions, Inc. Introduce NASDAQ’s Corporate Intelligence to Listed Companies

Bolsa Electronica de Chile Chooses NASDAQ OMX for New Trading System and Strategic Alliance

NASDAQ OMX Acquires Glide Technologies

NASDAQ OMX Reports Record Earnings, Continues to Deliver Growth in Revenues

NASDAQ OMX Nordic increases market share to 72%

NASDAQ Welcomes Groupon to the NASDAQ Global Select Market

NASDAQ OMX and Cooking With the Troops to Host Event in Honor of Veterans Day 2011

Viacom Transfers Listing to the NASDAQ Stock Market

NASDAQ Welcomes Angie’s List to The NASDAQ Stock Market

NASDAQ OMX CFO Lee Shavel Presents at the NASDAQ OMX 27th Investor Program

NASDAQ Welcomes Jive Software to the NASDAQ Global Select Market

FTEN and Object Trading Offer Transparent Real-Time Risk Controls and Global Cross-Market Access

NASDAQ OMX Acquires the Business of RapiData LLC

NASDAQ Welcomes World’s Largest Travel Site TripAdvisor to The NASDAQ Stock Market, Following Successful Spin-Off

OUR MISSION:
NASDAQ OMX is where innovation meets action — fueling the world’s economic growth one investor, one company, one market at a time.