



May 16, 2017

Nasdaq Announces Launch of the "Nasdaq Analytics Hub"

New Platform Offers Buy Side Participants Suite of Back-Tested, Normalized Data and Analytics to Help Augment Investment Strategies

NEW YORK, May 16, 2017 (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 the "Nasdaq Analytics Hub," a new platform that provides the buy side with investment signals that are derived from structured and unstructured data, and unique to Nasdaq. Today, the platform analyzes social media sentiment, central bank communications, retail sentiment, technical factors, and event based signals.

"The Nasdaq Analytics Hub reflects our partner-based approach of collaborating with key start-ups - like [Lucena Research](#) - to apply machine intelligence on proprietary and third party data sets to create new signals that investors may not have been able to access on their own," said Terry Wade, Senior Vice President and Head of Business Development and Product of Global Information Services, Nasdaq. "We've implemented a rigorous process whereby we use machine intelligence to normalize, validate and back-test the data to ensure the resulting outputs translate into multiple real-life investment use cases."

Advances in technology and automation are increasing the demand for alternative data sets to help asset and hedge fund managers, algorithmic traders and active managers make informed investment decisions. The Nasdaq Analytics Hub is the second product to launch from the [Innovation Lab](#) to address this evolution, continuing Nasdaq's expansion into real-time and daily analytics that help market participants augment their strategies.

The data sets available today in the Nasdaq Analytics Hub are derived from core Nasdaq data plus the following data sets:

- | [PredictWallStreet](#): polls millions of retail investors to produce long and short signals with high levels of alpha

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/56658576-6664-4838-b072-3b247e377455>

- | [iSentium](#): transforms unstructured social media content into powerful sentiment indicators

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/aea33455-b294-4bb5-994f-efb2cb1ca0e8>

- | [Prattle](#): quantifies the language of central bank and corporate communications creating directly tradable signals

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/889d8262-e11a-4752-b553-05b02c224523>

- | [Nasdaq Dorsey Wright](#) identifies investment ideas by ranking

 [PredictWallStreet](#)

Performance Versus Benchmark 10/17/07 to 3/31/17

 [iSentium](#)

Performance Versus Benchmark 5/31/13 to

A photo accompanying this announcement is available
at <http://www.globenewswire.com/NewsRoom/AttachmentNg/f3983346-c91d-4226-9696-ef2f14ec8be5>

Nasdaq intends to continue to add new data sets and data sources, as well as new insights and analytics on a continual basis to create ever-increasing value for our clients over time. To learn more about Nasdaq Analytics Hub, please visit our website or [click here](#) and a member of Nasdaq's team will contact you.

About Nasdaq:

Nasdaq (Nasdaq:NDAQ) is a leading global provider of trading, clearing, exchange technology, listing, information and public company services. 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 89 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to 3,800 total listings with a market value of \$11 trillion. To learn more, visit: <http://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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Performance Versus Benchmark 1/2/03 to 3/31/17

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