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Nasdaq Corporate Solutions Introduces Insight360™, an Analytics-powered Platform for Investor Relations Professionals

NEW YORK, Sept. 27, 2017 (GLOBE NEWSWIRE) -- [Nasdaq Corporate Solutions](#), a business of Nasdaq, Inc. (Nasdaq:NDAQ), today announced the launch of [Insight360](#), a new solution designed to provide investor relations (IR) professionals with time-saving, actionable analytics to help measure investor activity more efficiently.

Infographics accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/eb2eeb12-ce3d-439d-924c-1e6ec68d1418>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/0dd07cfd-18d8-436a-a25e-6a98ee69c37e>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/0f2eef65-bba1-426d-85a1-621a80ed0561>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/913528c6-a617-4d88-b846-382ed9e4d9a2>

Insight360 goes beyond providing traditional data to track critical benchmarks. IR professionals can, therefore, manage their engagement with investors, as well as the buy and sell-side, and better outline how they can access quality pools of capital. Insight360 is powered by [Nasdaq IR Insight®](#) and is available as an add-on to the Nasdaq IR Insight platform.

"In today's constantly evolving capital markets, IROs need faster and deeper insights and a tangible call-to-action," said **Stacie Swanstrom, Executive Vice President and Head of Nasdaq Corporate Solutions**. "Insight360 has been designed to assist IR professionals in determining how to best spend their time and maximize their C-Suite involvement to ensure they are participating in the most influential and productive investor meetings."

Insight360 will provide users with four initial capabilities:

- ▮ **Event Benchmarking:** tracks the effectiveness and progress of both existing and potential investor meetings against your peers;
- ▮ **Peer Saturation:** measures saturation of ownership between you and your peers;
- ▮ **Target Tracker:** dynamically tracks the progress of user-selected targets, while also identifying potential exposure; and
- ▮ **City Flow:** geographically tracks capital flows, highlighting the advantages or disadvantages of prioritizing certain areas.

Insight360's capabilities can be applied to enhance an IRO's investor targeting efforts and make the process for quantifying the effectiveness of their IR program more efficient. As the IR community adapts to critical regulatory changes, such as MiFID II; a greater emphasis on environmental, social and governance (ESG)

Insight360's Event Benchmarking

Goals-based dashboard to benchmark activity against sector and market cap.

Insight360's City Flow

Geographically track capital flows to better prioritize certain cities vs. others.

Insight360's Target Tracker

Dynamically track progress of identified targets met along with net activity.

information; and, the increase of passive index investing, the need for actionable analytics has never been greater.

To learn more about Nasdaq's Investor Relations Solutions and subscribe to Insight360, please visit: business.nasdaq.com/insight360.

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 90 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to 3,900 total listings with a market value of approximately \$12 trillion. To learn more, visit: business.nasdaq.com.

 [Insight360's Peer Saturation](#)

Peer Saturation: Quantifying and visualizing the magnitude of share activity across peers.

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