

September 4, 2012

## Exchange Notice

### Tailor Made products 21/12

## Adjustment in Coastal Contacts due to reverse split

The board of Coastal Contacts Inc. (Coastal Contacts) has decided on a reverse split whereby two (2) existing shares will be consolidated into one (1) new share. The Ex-date is September 5, 2012. NASDAQ OMX Derivatives Markets has carried out a re-calculation of options and forwards in Coastal Contacts (COA).

### Re-calculation of stock options and forwards

Conditions	Reverse split 1:2
Ex-date	September 5, 2012
Adjustment factor	$A = \frac{\text{Number of shares prior to the offer}}{\text{Number of shares after the offer}} = 2$
New exercise and forward price	Old exercise and forward price * A
New contract size	Old contract size / A
New underlying ISIN-code	CA19044R2072
Date of re-calculation	After 19.30 (CET), September 4, 2012
Rules and Regulations of NASDAQ OMX Derivatives Markets	4.5.3.2

New exercise and forward prices have been rounded off to two decimal places and received an “X” in the series designation. As a result of the adjustment the number of shares per contract has decreased to 50, whereas exercise and forward prices have increased. The rounding off of forward prices was made “trade by trade” and not on the net position

*Members are encouraged to ensure that clients are aware of the above-mentioned adjustment*

For further information concerning this exchange notice please contact Håkan Walden or Carina Frostig, telephone +46 8 405 60 00

NASDAQ OMX Derivatives Markets

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