

## NASDAQ OMX HELSINKI WELCOMES TAALERITEHDAS OYJ TO THE FIRST NORTH MARKET

Helsinki April 24, 2013 - NASDAQ OMX (NASDAQ: NDAQ) announced that trading in Taaleritehdas Oyj (TAALB) B class shares commenced today on First North Finland. The company belongs to the Finance sector. First North Finland is a Multilateral Trading Facility (MTF) aimed towards emerging growth companies and has been operated by NASDAQ OMX Helsinki since April 4, 2011.

Founded in 2007, Taaleritehdas Oyj is a wealth management company focusing on comprehensive private banking and wealth management services for private individuals and institutional investors. Taaleritehdas has grown rapidly and plays a significant role today in the Finnish wealth management industry. With over 2,100 customers and EUR 2.4 bn in assets under management (Dec 31, 2012), its business is comprised of two main business areas: wealth management and private equity funds.

CEO Juhani Elomaa of Taaleritehdas commented: "The mission of Taaleritehdas is to help further develop the Finnish capital markets, and our listing on the First North marketplace in Finland underscores our commitment to the capital formation process. Going public increases transparency for our investors, many of which are also our customers. We applaud Finnish ownership and work together with our customers to develop and grow Taaleritehdas."

Lauri Rosendahl, President of NASDAQ OMX Helsinki said: "We are excited to welcome Taaleritehdas to the First North marketplace in Finland as the second financial sector company, and we look forward to supporting them on their journey as a publicly traded company with all the benefits of being listed."

Taaleritehdas Oyj has appointed Merasco Oy as Certified Adviser.

### About First North

First North is regulated as a multilateral trading facility, operated by the different exchanges within NASDAQ OMX Nordic. It does not have the legal status as an EU-regulated market. Companies at First North are subject to the rules of First North and not the legal requirements for admission to trading on a regulated market. The risk in such an investment may be higher than on the main market.

### About NASDAQ OMX Group

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### **Cautionary Note Regarding Forward-Looking Statements**

Information set forth in this communication contains forward-looking statements that involve a number of risks and uncertainties. NASDAQ OMX cautions readers that any forward-looking information is not a guarantee of future performance and that actual results could differ materially from those contained in the forward-looking information. Such forward-looking statements include, but are not limited to, statements about our capital return initiatives. Forward-looking statements involve a number of risks, uncertainties or other factors beyond NASDAQ OMX's control. These factors include, but are not limited to, NASDAQ OMX's ability to implement its strategic initiatives, economic, political and market conditions and fluctuations, government and industry regulation, interest rate risk, U.S. and global competition, and other factors detailed in NASDAQ OMX's filings with the U.S. Securities and Exchange Commission, including its annual reports on Form 10-K and quarterly reports on Form 10-Q which are available on NASDAQ OMX's website at <http://www.nasdaqomx.com> and the SEC's website at [www.sec.gov](http://www.sec.gov). NASDAQ OMX undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

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