

NASDAQ OMX WELCOMES BIMOBJECT TO FIRST NORTH

Stockholm, January 13, 2014 — NASDAQ OMX (NASDAQ: NDAQ) announces that the trading in BIMobject AB (BIM) shares commenced today on First North at NASDAQ OMX Stockholm. BIMobject belongs to the Technology sector and is the second company to be admitted to trading on First North's Nordic markets (Stockholm, Helsinki, Copenhagen and Iceland) in 2014.

BIMobject's cloud-based portal enables development, maintenance and syndication of digital replicas of manufactured building and interior products. The marketing and pre-sales services associated with the portal are channelled and integrated, through specialised software in order to create a business-to-business communication across the globe. Manufacturers use BIMobject to promote and deliver their products to be selected and thus generate improvement in sales. For more information, visit www.bimobject.com.

"Going public is a key part of our strategy to increase visibility and investment in our unique business concept. Our goal is very clear, to become the principal player in our industry. By listing on Nasdaq OMX First North we are achieving additional credibility and the leverage we need to quickly expand our business across the globe," says Stefan Larsson, CEO and founder of BIMobject.

"We are pleased to welcome BIMobject to First North, where we continue to see a strong inflow of new companies," said Adam Kostyal, Senior Vice President at NASDAQ OMX. "BIMobject is one of many innovative growth companies that have opted for a listing at First North and we look forward to supporting them in their continued journey as a publically traded company."

BIMobject has appointed Sedermera Fondkommission AB as Certified Adviser.

To view a CEO interview from the listing ceremony [click here](#).

About NASDAQ OMX Group

NASDAQ OMX (NASDAQ: NDAQ) is a leading provider of trading, exchange technology, information and public company services across six continents. Through its diverse portfolio of solutions, NASDAQ OMX 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 80 marketplaces in 50 countries, and approximately 1 in 10 of the world's securities transactions. NASDAQ OMX is home to more than 3,300 listed companies with a market value of over \$7 trillion and more than 10,000 corporate clients. NASDAQ OMX Nordic is not a legal entity but describes the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm and Iceland. To learn more, visit www.nasdaqomx.com.

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

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