

NASDAQ OMX HELSINKI LAUNCHES FIRST NORTH BOND MARKET IN FINLAND

Helsinki, January 27, 2014 - NASDAQ OMX (NASDAQ: NDAQ) today launches the new First North Bond Market in Finland. First North Bond Market Finland is an alternative marketplace offering companies the same services as the Main market but with lower listing requirements. It is a new funding alternative for non-listed medium-sized companies interested in issuing a corporate bond, and it is also a cost-efficient funding alternative for larger companies. The First North equity market was launched in 2006.

The new First North Bond Market Finland offers a faster and more flexible way to list corporate bonds. Compared to unlisted bonds, a First North listing improves visibility, brand recognition and transparency of the issuing company and its corporate bond, and hence increases the interest of investors.

Lauri Rosendahl, President of NASDAQ OMX Helsinki, said: "NASDAQ OMX expands the offering in Finland by launching new alternative debt funding for companies. Corporate bonds are a growing funding alternative to supplement traditional bank financing in particular as banks seem to continue to adjust their balance sheets."

Companies listed on the First North Bond market do not need to publish the Financial Statements according to IFRS standards. A listing is also possible without a listing prospectus approved by the Financial Supervisory Authority. Furthermore, the Confederation of Finnish industries has made a complete set of contract templates available for companies to use.

NASDAQ OMX launched First North Bond Market in Denmark and Sweden in December 2012.

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 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. NASDAQ OMX undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

MEDIA RELATIONS CONTACT:

- + Maarit Bystedt
- + 358 (0)9 6166 7274
- + maarit.bystedt@nasdaqomx.com