

## NASDAQ OMX WELCOMES BRIGHTER TO FIRST NORTH

**Stockholm, March 14, 2014** — NASDAQ OMX (NASDAQ: NDAQ) announces that the trading in Brighter AB (BRIG) shares commenced today on First North at NASDAQ OMX Stockholm. Brighter was previously listed at Aktietorget. Brighter belongs to the Healthcare sector and is the third new company to be admitted to trading on First North's Nordic markets (Stockholm, Helsinki, Copenhagen and Iceland) in 2014.

Brighter develops and commercializes innovative solutions for diabetes self-care. Brighter One™ is a patented solution from Brighter which gives the company exclusive rights to produce the world's first handheld device that reduces the number of items a diabetic needs to carry along from five to one. For more information, visit [www.brightercompany.com](http://www.brightercompany.com).

"Today we start a new phase where we, after having brought in new strategically important investors into the shareholder base and raised over SEK 35 million from new and existing shareholders, make our share accessible to a larger group of investors by moving to First North," says Brighter's CEO Truls Sjøstedt. "We will now put all our time and efforts into our solution to provide an easier everyday life for millions of diabetics all over the world."

"We are excited to welcome Brighter to First North and to our healthcare sector," said Adam Kostyal, Senior Vice President at NASDAQ OMX. "Right now we are seeing a lot of interest for the public markets among biotech and medtech companies. Brighter's decision to move its listing to our First North market underlines this trend and we hope that more companies will follow their example."

Brighter is using Pareto Securities 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 70 marketplaces in 50 countries, and 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 \$8 trillion. To learn more, visit [www.nasdaqomx.com](http://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](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.

**MEDIA RELATIONS CONTACT:**

- + Carl Norell
- + +46 8 405 6639
- + [carl.norell@nasdaqomx.com](mailto:carl.norell@nasdaqomx.com)