

NASDAQ ICELAND WELCOMES SÍMINN HF. TO THE MAIN MARKET

Reykjavik, October 15, 2015 — Nasdaq (Nasdaq: NDAQ) today announced that trading in Síminn hf. (short name: SIMINN) commenced today on the Main market of Nasdaq Iceland. Síminn hf. is a mid-cap company within the telecommunications sector and is the 70th company to be admitted to trading on Nasdaq's Nordic markets* in 2015.

Síminn hf. (Iceland Telecom) is Iceland's largest telecommunications company with around 820 employees and traces its roots back to 1906. Síminn owns six subsidiary companies; Míla, Sensa, Staki, On-Waves, Talenta and Radiómiðun, that work within Síminn's core operations in telecommunications, media and information technology both in Iceland and abroad. Síminn's objective is to offer comprehensive product range and services in the telecommunications and IT industry. It has around 115 thousand customers, of which 88% are individuals providing for 48% of the company's income.

"The listing of Síminn is a very important milestone for the company, its employees and investors alike. We are pleased to see the great interest in Síminn's shares which goes to show the confidence investors have in the company." said Orri Hauksson, CEO of Síminn hf. "As ever, we at Síminn are all determined in our task to keep on doing our best for our customers, shareholders and new investors, and thus maintain the trust we have been shown."

"We sincerely welcome Síminn hf. to the Nasdaq family," said Pall Hardarson, President of Nasdaq Iceland. "Síminn's listing is a truly welcome addition to our Icelandic equity market, strengthening both the telecommunications sector and the market as a whole. We look forward to supporting them with the increased investor visibility that comes with listing on the Main market."

**Main markets and Nasdaq First North at Nasdaq Copenhagen, Nasdaq Helsinki, Nasdaq Iceland and Nasdaq Stockholm.*

About Nasdaq

Nasdaq (Nasdaq: NDAQ) is a leading provider of trading, clearing, exchange technology, listing, information and public company services across six continents. Through its diverse portfolio of solutions, Nasdaq 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 is home to more than 3,600 listed companies with a market value of over \$9.6 trillion and more than 10,000 corporate clients. To learn more, visit nasdaq.com/ambition or business.nasdaq.com.

Nasdaq Copenhagen, Nasdaq Helsinki, Nasdaq Iceland, Nasdaq Riga, Nasdaq Stockholm, Nasdaq Tallinn, Nasdaq Vilnius, Nasdaq Clearing and Nasdaq Broker Services are respectively brand names for the regulated markets of Nasdaq OMX Copenhagen A/S, Nasdaq OMX Helsinki Ltd., Nasdaq OMX Iceland hf., Nasdaq OMX Riga, AS, Nasdaq OMX Stockholm AB, Nasdaq OMX Tallinn AS, AB Nasdaq OMX Vilnius, Nasdaq OMX Clearing AB, Nasdaq OMX Broker Services AB. Nasdaq Nordic represents the common offering by Nasdaq Copenhagen, Nasdaq Helsinki, Nasdaq Iceland and Nasdaq Stockholm. Nasdaq Baltic represents the common offering by Nasdaq Tallinn, Nasdaq Riga and Nasdaq Vilnius.

Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about Nasdaq and its products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from

those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond Nasdaq's control. These factors include, but are not limited to factors detailed in Nasdaq's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

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