

## Integration FAQs

updated 11.3.14

RECENTLY ADDED QUESTIONS MARKED IN GREEN

### CERTIFICATION QUESTIONS

#### May I use my existing Direct Edge Certification sessions?

- No. All existing Direct Edge Certification sessions in the NY4 data center are being decommissioned and cannot be used to certify the new NY5 EDGA and EDGX books. There will be no automatic transfer of Certification Sessions from NY4 to the NY5 Datacenter.

#### How do I request a new NY5 data center Certification session?

- Once Members establish physical connectivity to the NY5 data center, free of charge Certification order entry, market data, and drop sessions may be requested via the [Logical Port Request](#) form found in the BATS Member Web Portal. In their requests, Members should specify any desired port settings other than the BATS port defaults which can be found in the FIX or BOE Specifications located on the [Integration Web Page](#).

#### During what hours can I connect to the Certification environments?

- Members may connect to Certification sessions from 6 am to 8 pm ET.

#### What are the market hours for BATS Certification environments?

- All BATS Equities Certification environments are available for simulated pre-market trading at 6 am ET. Market open is simulated and order generators begin to operate at 9:30 am ET. Market close is simulated at 6 pm ET, and order generators will cease to operate at this time. Simulated post-market trading may continue until 8 pm ET. Certification sessions do not operate on weekends or market holidays.
- Other than the difference in market close timing, auction orders on BATS-listed securities will behave as in production (please reference the [BATS Auction Process Specification](#)).

#### What should I do prior to scheduling a Certification appointment?

- Members must first establish physical connectivity to BATS' NY5 datacenter and request new Certification sessions. They also must complete and return to the Trade Desk the [Certification Questionnaire](#). In order to avoid delays and/or undesired rescheduling, Members are expected to complete sufficient unattended testing prior to their appointment.

#### What symbols can I use for testing?

- BATS Certification supports trading in all symbols which BATS trades in Production, a list of which can be found at [http://certification.batstrading.com/market\\_data/symbol\\_listing/](http://certification.batstrading.com/market_data/symbol_listing/). However, Certification order generators only operate 9:30 am to 6:00 pm ET for the following symbols:
  - Tapes A and B:** BHI, EFA, EMC, EWJ, F, GE, IWM, IYLD, LSI, OIH, ORCL, PFE, TQX, USA, Q, QID, SMH, SPY, T, XLE, XLF, ZBZX, ZTEST
  - Tape C:** AAPL, AMAT, AMZN, BRCM, CSCO, EBAY, INTC, LVL, MSFT, NVDA, RFMD, SIRI, QCOM, QQQ, YHOO
- Symbols which track the NBBO but do not have order generators are AMD, GOOG, GS, IBM, SBUX, ZZZT, and all [BATS-Listed Securities](#). These symbols should be used for Peg and Midpoint Match testing.

#### How do I use BATS Certification website to test Market Maker Peg orders and Risk Management?

- BATS maintains a public Certification website at <https://certification.batstrading.com/>. This site parallels the BATS Production site and includes a real-time book view of Certification orders for a specified symbol and environment, which Members may find useful in testing.
- Members may request a Certification web login by emailing [tradedesk@bats.com](mailto:tradedesk@bats.com). This will allow Members to become familiar with the full suite of Production web portal tools. This includes BATS' [Web Portal Port Controls](#) (risk management) tools. Members may also use the BATS Certification Web Portal to register as a Market Maker in the desired symbols before any Market Maker Peg orders may be entered in Certification for those symbols.

### How do I schedule a Certification appointment?

- Upon completion of sufficient unattended testing, Members may request a Certification appointment by emailing their request to [tradedesk@bats.com](mailto:tradedesk@bats.com). In order to be scheduled, Members must include with their request the completed [Certification Questionnaire](#).

### During what hours may I schedule a Certification appointment?

- Members may contact the BATS Trade Desk during normal operational hours to schedule a Certification. Certifications will normally be conducted on regular business days between 10 a.m. and 4 p.m. ET.

### What features will I be required to certify for?

- All Members must certify for basic functionality, including establishing and maintaining connectivity, order entry, and disconnect recovery. Members are expected to certify for all functionalities they intend to use in Production, but they will only be required to certify for order types or order modifiers they intend to use in Production.

### If I certify on one of the BATS Exchanges, do I need to certify for the other(s)?

- Members must certify for each Exchange separately. However, upon successful certification for one Exchange, Members will only be required to complete additional certification for functionalities unique to the additional Exchange(s) to which they will be submitting Production orders.

### What happens after I certify?

- Upon successful Certification, Members will receive an emailed copy of their completed Certification script. Members with existing Direct Edge Production sessions will then be able to connect to corresponding FIX or BOE (in lieu of DirectEdge XPRS) sessions created in the NY5 data center with the certified functionalities enabled.
- **Note that, regardless of any prior Direct Edge Production and/or Certification session settings, all new BATS Production sessions will be created with the BATS default session settings. Therefore, it is the responsibility of the Member to specify any desired non-default settings when they request their new Production sessions.**
- For reference, a list of port default settings is included with the completed Certification script, as well as within the BOE and FIX specifications located on the [Integration Web Page](#). Members may also view the port and default port settings through the [Port Status](#) tool available on the Member Web Portal. To view default port settings, from the Port Status page simply click on the “More Options” icon and select “View Port Attributes Info”.
- Additional order entry sessions beyond those currently in place with Direct Edge may be requested via the [Logical Port Request](#) form found in the BATS Member Web Portal; these requests are typically filled same day for next day connectivity.

### Where can I find the Specifications for BATS order entry protocols?

- The most recent specifications can be found on the [Integration Web Page](#).

BATS Trade Desk  
913.815.7001  
[tradedesk@bats.com](mailto:tradedesk@bats.com)  
[www.batstrading.com/alerts](http://www.batstrading.com/alerts)

### How does this deal impact European customers?

- This transaction does not impact customers or vendors of BATS Chi-X Europe.

## MEMBERSHIP QUESTIONS

### What are the immediate effects of this transaction on me as a member?

- While we'll be busy at work behind the scenes integrating the two companies this year, there will be no significant operational changes in 2014. All members should continue to interact and communicate with each exchange as they normally would.
- However, to eliminate confusion and provide an immediate high level of service, we have already created a unified sales team, with a central point of contact for equities and options customers.
- The BATS and Direct Edge support teams will continue to operate independently, including the Trade Desks and Membership Services teams, so these contacts at the respective organizations remain unchanged at this time.
- As the integration process progresses, we will continue to keep you apprised of any changes in day-to-day contacts and/or processes as it relates to your interaction with the exchange.
- Your feedback is important to us so expect to hear from us regularly throughout the integration process.

### What's happening with EDGA/EDGX?

- We will continue to operate all four equities exchanges — the BZX Exchange, BYX Exchange, EDGA Exchange and EDGX Exchange — as each exchange is its own trading ecosystem that meets the needs of various customers.

- We plan to migrate the EDGA and EDGX Exchanges to the BATS technology in January 2015. The migration process will begin later this year and more details can be found on the integration website: [www.bats.com/edgeintegration](http://www.bats.com/edgeintegration).

**Why are you planning to keep all four exchanges? Why not consolidate into larger pools of liquidity?**

- Each exchange has its own trading ecosystem that meets the needs of various customers. By continuing to offer four unique pools of liquidity, we continue to provide customers with choice for executing their trading strategies.
- With the integration, we're focused on building a market model that provides *choice* and technology *compatibility*, while reducing customer *costs*.
- All exchanges will eventually be housed in the same data center and will operate on the BATS technology with a common platform that will materially reduce costs for customers.

**Will functionality of the Direct Edge exchanges change?**

- Immediately, the functionality of the Direct Edge exchanges will not change. We plan to transition the Direct Edge exchanges to BATS technology beginning later this year and concluding in January 2015.
- We will provide ample notice to all members regarding any technology changes that may impact their businesses.

**How will pricing be affected on the four exchanges?**

- We will continue to price all four order books in the interest of maintaining the various trading ecosystems in the industry.
- If any decisions are made to change pricing, we will provide ample notice to customers.

**Are you keeping all order types and product offerings of both companies?**

- We are in the process of reviewing all product offerings and order types with a view to leverage the best-in-class offerings from both organizations.
- Once the technology migration to BATS technology is complete, most Direct Edge order types and routing strategies will be continued on BATS' technology based on customer demand. More details regarding functionality will be announced with the new technical specifications.

**Will the trading hours of the exchanges change?**

- Trading hours for EDGA, EDGX, BYX, BZX and BATS Options will not change immediately. However we may synchronize the hours at a later time.

**I am a member of Direct Edge, but not BATS. Do I now need to become a member of BATS? Will I have to sign a new membership agreement?**

- At this point, the existing membership agreements that a customer has in place with either BATS or Direct Edge will not change. If you are a member of Direct Edge, but not a member of the BATS Exchanges, you would need to execute a membership agreement to become a member of those exchanges.
- As we move through the integration process, customers will be given ample notification should a new membership agreement be required to be executed.

**How will billing be handled?**

- Immediately following the transaction, billing will remain unchanged. We do plan to integrate our billing system shortly following the deal close, so expect additional information on this front in the very near future.
- We will provide ample notice to all members regarding any billing changes that may impact their businesses.

**Who do I call if I have a question?**

- Your current representative at BATS or Direct Edge. Additionally, our Trade Desks will continue to operate independently until the integration is complete.

BATS Trade Desk  
913.815.7001  
[tradedesk@bats.com](mailto:tradedesk@bats.com)

Direct Edge Trade Desk  
201.942.8220, option #1  
[decs@directedge.com](mailto:decs@directedge.com)

**How does this deal impact European customers?**

- This transaction does not impact customers or vendors of BATS Chi-X Europe.

### **Where can I get more information on the integration?**

- Integration information and updates will be made available on the integration website: [www.bats.com/edgeintegration](http://www.bats.com/edgeintegration)

### **TECHNOLOGY/INTEGRATION QUESTIONS**

#### **What is the integration transition timeline? When will EDGA/EDGX transition to BATS technology?**

- Our plan is to migrate EDGA and EDGX to BATS technology at the Equinix NY5 data center in January 2015, at which point the Direct Edge technology will be retired and there would be one common technology platform across all four exchanges. In Q2 2015, we will transition the BZX and BYX exchanges to Equinix NY5 so that all four order books will be in one data center.
- The migration process will begin later this year and more details can be found on the integration website: [www.bats.com/edgeintegration](http://www.bats.com/edgeintegration)
- We will remain in close dialogue with our customers and provide regular communication and ample notice on any technology changes we plan to make that will impact their business.

#### **What is the plan for data centers? Will you continue to operate in the same ones you currently operate in?**

- BATS plans to consolidate all four exchanges into the Equinix NY5 datacenter in Secaucus, NJ in 2015.
- EDGA and EDGX will remain in their current location at Equinix NY4 until the migration to BATS technology in NY5 in January 2015.
- BATS BZX Exchange, BYX Exchange, and BATS Options will remain in their current location in Savvis (NJ2) in Weehawken, NY until the Direct Edge integration is complete. They will move to Equinix NY5 in the second quarter of 2015.
- NY5 is a state-of-the-art datacenter that is part of the Equinix Secaucus, NJ campus. It is approximately ½ mile west of NY4 and can be accessed via an Equinix IBX cross-connect from both NY4 and NY2.
- BATS will also maintain a network Point-of-Presence (PoP) in NY4 indefinitely so that current Direct Edge Member connections in NY4 can be used to access all BATS/Direct Edge Exchanges without interruption once they are moved to NY5.
- BATS will also maintain a PoP in NJ2 indefinitely so that current BATS Member connections in NJ2 can be used to access all BATS/Direct Edge Exchanges once they are moved to NY5 without interruption.
- For Members who wish to co-locate their equipment with Equinix in NY5 in order to connect to BATS, BATS strongly encourages requesting “BATS Customer Pricing” from Equinix when ordering new or expanding space, power, or services in NY5. In service to our members, BATS has worked with Equinix to establish preferential pricing for customers who choose to co-locate their equipment with Equinix at NY5 to connect to BATS. This BATS Customer Pricing, the first of its kind by an exchange, will provide customers meaningful discounts and cost certainty regarding the hosting of equipment at NY5 where our exchanges will operate, making it highly attractive as a principal site.
- To ensure a seamless transition to NY5 while preserving the ecosystem in NY4, BATS will engineer connectivity with equal latency from both BATS/Direct Edge NY4 and NY5 demarcation points to all BATS/Direct Edge matching engines in NY5 for the foreseeable future.
- The BATS and Direct Edge Disaster Recovery data centers will remain in Chicago at 350 E. Cermak.

#### **Will Members have the ability to access all BATS markets from a single connection?**

- Yes, Members will have the ability to access all five markets using a single physical connection, whether that be a 1-gigabit or 10-gigabit physical connection to the exchanges from a PoP (Point of Presence) or connecting at NY5. There will be separate FIX or BOE logical sessions that Members will need to connect to for each exchange. However, they will all be using a unified protocol and we'll be releasing those specifications in April.

#### **Will the 2015 EDGA and EDGX move to NY5 occur on a single day?**

- Yes, we will be migrating EDGA and EDGX to NY5 on January 12, 2015. We will not be staging a transition on a symbol-by-symbol basis to avoid undue routing complexities for our customers. To ensure the migration goes well, we will be conducting multiple dress rehearsals in 4Q14 and we will allow trading of test symbols in NY5 on the new EDGA and EDGX starting in 4Q14.

#### **Regarding the planned network and connectivity testing in Q4 for EDGX and EDGA, will Members be able to conduct this testing with the physical cross-connect they may have at NY4? Or would Members need to have new infrastructure in NY5 to do that testing?**

- BATS will maintain at PoP at NY4 and NJ2 (Weehawken) that will enable members to conduct testing and connect to all BATS exchanges without having an infrastructure presence at NY5.

### **How is BATS handling latency differences between NY4 and NY5?**

- BATS plans to engineer equal latency between NY4 and NY5 so that members that already have their infrastructure in place at NY4 will not be disadvantaged.

### **I am currently connected to the BATS PoP in NY5 to access BATS BZX and BYX in NJ2. Will my connectivity fees be changing?**

- No, not at this time. The 1 gigabit physical port fee will remain \$2,000 per month. Members that wish to establish a 10 gigabit connection from our PoP in NY5 to NJ2 will be charged \$5,000/month for each physical port.

### **Will I be charged for physical port fees if I bring up a new NY5 connection prior to the production integration date?**

- No. Physical ports in NY5 that connect to the new EDGA/EDGX environments will not be billable until after the integration is complete. Post-integration pricing for physical port fees in NY5 has not been determined.

### **Will Members, Extranets or Telco providers be allowed co-location space within the new BATS NY5 cage?**

- No. However, Members can order a circuit to NY5 that will be extended to the BATS NY5 cage at no additional cost to them.

### **Can I order a connection in NY5 today and use that to connect to the current BZX/BYX environments in NJ2?**

- Yes, you can order a connection to the BATS PoP in NY5 that will allow you to access BZX and BYX in NJ2. At a later date the connection will need to be migrated from the existing PoP to the new cage where the new EDGA/EDGX environments will be built out in order to maintain access to BZX and BYX in NJ2.

### **Which order entry protocols will be supported?**

- The BATS FIX and BOE order entry protocols will be the standard protocols across all four books. For a period of time, a FIX compatibility mode which emulates the Direct Edge FIX implementation will be provided. A compatibility mode will not be provided for the XPRS API, and all XPRS users will need to certify for BATS BOE or FIX.

## **MARKET DATA QUESTIONS**

### **Which market data protocols will be supported post-migration?**

- The BATS market data protocols will be the standard protocols for all five books following the technology migration. BATS offers TCP PITCH, Multicast PITCH, TOP and Last Sale market data products. More details can be found at [www.batstrading.com/market\\_data/products/](http://www.batstrading.com/market_data/products/).

### **Will BATS Multicast PITCH IP addresses change?**

- Yes. With the upcoming data center relocation, Multicast and source addresses will change. These IP address changes will be included in the technical specification updates available on April 4, 2014.

### **What changes can I expect to the BATS Multicast PITCH Protocol?**

- Refer to BATS US Equities/Options Multicast PITCH Specification Version 2.30.0 for full details regarding how Multicast PITCH will operate once integration is complete. A summary of updates are noted in the following bullets.
- BYX Exchange and BZX Exchange will relax the requirement where sequence numbers specified in a Spin Request must match Spin Image Available sequence numbers.
- EDGA Exchange and EDGX Exchange will add support for Spin Image Available messages (0x80).
- EDGA Exchange and EDGX Exchange Spin Request message 0x84 will be replaced by message 0x81.
- Status 'O' (Out of range) will be deprecated on BYX Exchange and BZX Exchange Spin Response messages (0x82).
- Attributed orders on EDGA Exchange and EDGX Exchange will no longer be distributed in two separate Add Order Messages (one with attribution and one without). Message 0x34 will no longer be supported on EDGA Exchange and EDGX Exchange.
- The "Replenish" flag will no longer be supported on EDGA Exchange and EDGX Exchange on Add Order messages (0x21, 0x22 and 0x2F).
- The "Flags" field on Order Modified messages (0x27 and 0x28) will be updated to match existing BYX Exchange and BZX Exchange field definitions on EDGA Exchange and EDGX Exchange.
- The Reduce Size message types (0x25 and 0x26) will be added to EDGA Exchange and EDGX Exchange.
- Unit Clear message (0x97) support will be added to EDGA Exchange and EDGX Exchange.
- The Security Status message (0x2E) will be deprecated on EDGA Exchange and EDGX Exchange.
- Trading Status messages (0x31) will be added to EDGA Exchange and EDGX Exchange. For all 4 equity markets, 'H' (Halted) will be implicit from startup until 'T' (Trading) is distributed.



### **What changes can I expect to the BATS TCP PITCH Protocol?**

- Refer to BATS US Equities/Options Multicast PITCH Specification Version 2.30.0 for full details regarding how Multicast PITCH will operate once integration is complete. A summary of updates are noted in the following bullets.
- System Event messages ("S") will no longer be supported on EDGA Exchange and EDGX Exchange.
- Support for Symbol Clear messages ("s") will be added to EDGA Exchange and EDGX Exchange.
- Add Order (long) messages ("d") on EDGA Exchange and EDGX Exchange will now include Participant ID fields for attribution.
- Add Order with Attribution messages ("C") will no longer be supported on EDGA Exchange and EDGX Exchange.
- On EDGA Exchange and EDGX Exchange, Trading Status messages ("H") will use a "H" to reflect a halt versus the "F" that is used today.
- EDGA Exchange and EDGX Exchange will use the existing BYX Exchange and BZX Exchange field "Reg SHO Action" for Trading Status messages ("H") in order to track Reg SHO state changes.
- EDGA and EDGX Members need to be aware that there are 2 "Reserved" fields defined in the Trading Status message ("H").
- Trading Status messages ("H") will assume a Halt Status of 'H' (Halted) at system startup until 'T' (Trading) is distributed.

### **What changes can I expect to the BATS TOP protocol?**

- There are no expected changes to the TOP protocol.

### **What changes can I expect to the BATS Last Sale protocol?**

- There are no expected changes to the Last Sale protocol.

### **Will capacity requirements change for BATS Market Data Feeds?**

- There should be no significant change in capacity requirements for any of the four equities books or BATS Options due to the upcoming technology integration.

### **If I subscribe to BATS Market Data but not Direct Edge Market Data, will I have to complete new agreements?**

- During the technology integration, Direct Edge and BATS will maintain their existing Market Data Agreements separately. Any Market Data Agreements executed with Direct Edge or BATS will remain effective until further notice. After the technology integration is complete, Market Data Agreements will undergo consolidation as part of the merger. Members will be notified with details regarding changes to these agreements well in advance.

### **What changes can I expect regarding my Market Data Bills?**

- You can expect to receive the same invoices to which you are accustomed during the course of the technology integration. Later this year, pending notice, billing will be consolidated as part of the integration process. Please direct questions related to your invoice to [billing@bats.com](mailto:billing@bats.com).

### **How will Market Data Reporting Requirements change?**

- During the technology integration, reporting policies and procedures for BATS and Direct Edge will remain unchanged.

## **BILLING QUESTIONS**

### **How will billing be impacted by the integration?**

- BATS is developing a new billing system to support all BATS U.S. Equities and Options Exchanges. BATS will also update the design of the invoices to provide you with improved clarity and transparency.
- BATS will issue two types of invoices with the new system: the first type is an exchange-based invoice for exchange transactions, membership fees and logical port fees; the second is a BATS Global Markets invoice for market data services, physical connections and Connect Edge.

### **When will the billing changes take effect?**

- December 2014 – BZX and BYX Members will receive exchange-based invoices in a new format as Phase 1 of our billing changes. EDGA and EDGX Members will receive transaction invoices in the new format under the BATS name in Phase 1. For all other services, EDGA and EDGX Members will continue to receive invoices in the current format under the Direct Edge name.
- January 2015 – All services will be tracked and billed in our updated billing system as Phase 2 of our billing changes.

These invoices—for January services—will be sent in February 2015. This is when invoices will be split between exchange-based and BATS Global Markets services, and all invoices will be under the BATS name; there will no longer be invoices sent under the Direct Edge name.

**Can I get a preview of the new invoices?**

- Preview versions of the new invoices will be sent in November 2014 with your invoice for October 2014 services. These previews are drafts only, allowing you time to prepare for the new look of the invoices.

**Will BATS and Direct Edge banking information change along with the billing updates?**

- No, banking information for all exchanges will remain the same.

**I am a Member of a Direct Edge Exchange and all of my MPIDs currently appear on one invoice. Will this continue?**

- No, each firm will receive a separate invoice for each MPID beginning with your January 2015 services invoice, which will be sent in February 2015.

**How can I view my trade detail?**

- Your trade detail is available online via the BATS Web Portal. If you are a Member of a Direct Edge Exchange and need to set-up an online account to view your trade detail, contact the BATS Trade Desk, 913.815.7001, [tradedesk@bats.com](mailto:tradedesk@bats.com).

**I am opted into DTCC services for my payment. Will this still be available?**

- Yes. If you are opted into DTCC, you will not need to make any changes.
- If you are not currently opted into DTCC and would like to be, please contact Membership Services at 913.815.7002, [membershipservices@bats.com](mailto:membershipservices@bats.com).

**Are there changes coming to how Market Data is billed?**

- Beginning January 2015, BATS will no longer bill in arrears for Market Data. In order to move to this new schedule, your December 2014 invoice will reflect charges for both November and December 2014 Market Data services.

**GENERAL QUESTIONS**

**Why did BATS Global Markets and Direct Edge merge?**

- It was an opportunity to grow our business that makes strategic sense. As one of the top equities market operators in the U.S., we are in a much stronger position to continue and enhance our competitive posture in U.S. equities.
- Our two companies share a similar mission to make U.S. equities trading more competitive for all participants – from retail investors to institutions – and we will leverage our mutual resources to create greater market efficiencies for the trading community.
- Both firms come from nimble and innovative roots, and the combined company will aggressively push ahead through even greater innovation and expanded customer advocacy.

**What does the merger mean for U.S. equities customers of BATS and Direct Edge?**

- Most importantly, the combination of these two companies will ensure competition remains alive across the U.S. equities markets and the combined company will continue to be customer-focused, delivering choice along with innovative ideas and solutions to help make markets better for all participants.
- The two companies are complementary. BATS Global Markets established a reputation for world-class technology and Direct Edge for creating innovative products and services, with both heavily focused on customer service.
- With the integration, we're focused on building a market model that provides choice and technology compatibility, while reducing customer costs.
- We intend to leverage the best-in-class offerings from both organizations to create a leading exchange operator that brings enhanced value to our customers.
- The merger will also create some cost synergies for customers as they will be able to consolidate technology and infrastructure costs once the EDGA and EDGX exchanges have been migrated to the BATS technology.

**How do BATS and Direct Edge intend to make this merger successful?**

- The strengths of the two companies are very complementary. We intend to leverage the best-in-class offerings from both organizations to create a leading exchange operator that brings enhanced value to our customers.
- A smooth integration of people, product and process is our top priority to ensure that everything is seamless to our customers. The efficient and effective transition of the two Direct Edge exchanges to the BATS technology platform

and combining our staffs will be achieved with the utmost care and attention.

- We will approach the integration of the two companies just as we approached the BATS' 2011-2012 integration with Chi-X Europe. We will focus on getting the job done successfully, with minimal disruption for customers and vendors.

**Give me an example of how you believe competition will be enhanced through this merger?**

- Leveraging a history of providing choice and value that accommodates a broad range of investment strategies, the merged company will be able to use increased scale to further innovate, keep prices low, and offer attractive alternatives for trading, data, connectivity and listings services.
- Given the larger and broader market share profile, one of our first areas of focus will be the development of a comprehensive market data strategy to compete with existing offerings from incumbent exchange operators.
  - We believe that a combined BATS-Direct Edge market data offering could inject significant competitive pressure on all exchange data providers, similar to what we have done in trading, for the benefit of users.

**Which name and brand will be retained in the transaction? What will happen to the Direct Edge brand/logo?**

- The companies will combine under the BATS Global Markets enterprise.
- While you will continue to see the Direct Edge brand and logo throughout the integration process, the plan is to transition to the BATS Global Markets brand and logo over the long-term and eventually retire the Direct Edge brand and logo.

**What is the sale price and what are the terms and conditions of the transaction? How was the deal financed?**

- The terms of the deal will not be disclosed.

**I hear BATS just completed a debt offering. Is the company using the proceeds of that offering to fund this deal?**

- The recent BATS Global Markets debt transaction did not finance the Direct Edge merger.

**Are you planning to keep all of the BATS and Direct Edge offices open?**

- The headquarters of the combined company will be in the Kansas City, Mo. area, with additional offices in New York, Jersey City, NJ, and London. After the integration is complete, New York-area employees will be based at the 17 State Street office in Lower Manhattan.