

Bats Welcomes New Issuer Principal to the Bats ETF Marketplace

- 33 Issuers, 171 Funds Now Listed on Bats in the U.S.

KANSAS CITY and NEW YORK – May 10, 2017 – Bats, a CBOE Holdings, Inc. company, and a leading market for exchange-traded product (ETP) trading globally, today welcomed new issuer Principal to the Bats ETF Marketplace with the launch of one fund.

The Principal Active Global Dividend Income ETF (Bats: GDVD) is an actively managed exchange-traded fund that seeks to achieve its investment objective by investing in common stocks and real estate investment trusts (“REITs”). The Fund invests in equity securities of small, medium and large market capitalization companies and in growth and value stocks.

The Fund invests in securities of issuers located throughout the world, including U.S. and foreign companies in foreign and emerging market securities. The Fund typically holds investments tied economically to at least three countries outside of the U.S. More information is available [here](#).

Laura Morrison, Senior Vice President, Global Head of Exchange-Traded Products at Bats, said: “Growing our issuer list to include investing and retirement leaders like Principal has been a goal of ours since the creation of the Bats ETF Marketplace and we are proud to welcome them today.”

Year-to-date, Bats has welcomed 36 ETFs to its U.S. market. In the first quarter of 2017, Bats welcomed a total of 23 ETFs from eight issuers to the Bats ETF Marketplace, and year to date, has won 39% of all new U.S. ETF listings. There are now 171 ETFs listed on Bats ETF Marketplace, from 33 different issuers.

Additional information regarding listing and trading on the Bats ETF Marketplace is available on ETFMarketplace.com. Firms interested in listing products with Bats may email listings@bats.com.

About CBOE Holdings, Inc.

CBOE Holdings, Inc. (BATS: CBOE | NASDAQ: CBOE), owner of the Chicago Board Options Exchange, the Bats exchanges, CBOE Futures Exchange (CFE) and other subsidiaries, is one of the world’s largest exchange holding companies and a leader in providing global investors cutting-edge trading and investment solutions.

The company offers trading across a diverse range of products in multiple asset classes and geographies, including options, futures, U.S. and European equities, exchange-traded funds (ETFs), and multi-asset volatility and global foreign exchange (FX) products. CBOE Holdings’ 14 trading venues include the largest options exchange in the U.S. and the largest stock exchange in Europe, and the company is the second-largest stock exchange operator in the U.S. and a leading market globally for ETF trading.

CBOE Holdings is home to the CBOE Volatility Index (VIX Index), the world’s barometer for equity market volatility; the CBOE Options Institute, the company’s world-renowned education arm; CBOE Livevol, a leading provider of options technology, trading analytics and market data services; CBOE Vest, an asset management company specializing in target-outcome investment strategies; CBOE Risk Management Conferences (RMC), the premier financial industry forums on derivatives and volatility products; ETF.com, a leading provider of ETF news, data and analysis; and Hotspot, a leading platform for global FX trading.

The company is headquartered in Chicago with offices in Kansas City, New York, London, San Francisco, Singapore and Ecuador. For more information, visit www.cboe.com.

Media Contacts

Hannah Randall
+1-646-856-8809
hrrandall@cboe.com

Stacie Fleming
+44-20-7012-8950
sfleming@cboe.com

Suzanne Cosgrove
+1-312-786-7123
cosgrove@cboe.com

Analyst Contact

Debbie Koopman
+1-312-786-7136
koopman@cboe.com

CBOE-L

CBOE[®], Chicago Board Options Exchange[®], CFE[®], BATS[®], Livevol[®], CBOE Volatility Index[®] and VIX[®] are registered trademarks, and CBOE Futures ExchangeSM, CBOE VestSM and CBOE Options InstituteSM are service marks of CBOE Holdings, Inc. and its subsidiaries. All other trademarks and service marks are the property of their respective owners.

Bats, a CBOE Holdings company, and its affiliates do not recommend or make any representation as to possible benefits from any securities or investments, or third-party products or services. Investors should undertake their own due diligence regarding their securities and investment practices. You cannot invest directly in an index. This press release speaks only as of this date. Bats disclaims any duty to update the information herein.

Nothing in this announcement should be considered a solicitation to buy or an offer to sell any shares of the portfolio in any jurisdiction where the offer or solicitation would be unlawful under the securities laws of such jurisdiction. Nothing contained in this communication constitutes tax, legal or investment advice. Investors must consult their tax adviser or legal counsel for advice and information concerning their particular situation.