



BATS Global Markets Provides EDGA and EDGX Full Market Depth Data to Bloomberg

JERSEY CITY – May 19, 2014 – Direct Edge, a BATS Global Markets Company, today announced that its EdgeBook Depth data feed, which provides full depth-of-book order information from Direct Edge’s EDGA and EDGX exchanges, is now available on the Bloomberg Professional® service to subscribers of real-time U.S. Level 1 market data. BATS Global Markets’ BZX exchange data is already available to Bloomberg users.

EDGA and EDGX together serve as the transaction venue for more than 10 percent¹ of U.S. cash equities trading and comprise the top exchange destination for retail order flow from the largest discount brokerage houses².

“This is a major milestone, as it will greatly increase the visibility of BATS Global Markets’ and the EDGX and EDGA exchanges’ liquidity, giving Bloomberg subscribers more transparency into the equities marketplace,” said BATS Global Markets President William O’Brien. “EDGX is the leading exchange destination for retail brokerage order flow and we provide a diverse marketplace for a range of liquidity providers. Providing this feed to the Bloomberg Professional service will bring full depth-of-book information for EDGA and EDGX exchanges to a global community of institutional investors.”

Bloomberg’s equity market data and analytics give institutional investors timely and relevant information about global, economic and industry trends so they can identify market opportunities, implement trade ideas, as well as monitor and measure portfolio performance. The incorporation of EdgeBook Depth data on the Bloomberg Professional service will enable institutional investors to see a broader and more transparent view of market depth for U.S. equities.

Bloomberg's Enterprise Solutions clients can also access EdgeBook Depth data through B-PIPE service, Bloomberg's normalized and cost-effective consolidated real-time market data feed. Bloomberg B-PIPE service delivers Bloomberg's proprietary data, as well as real-time data from more than 200 global exchanges and 2,500 contributors, to front, middle and back-office professionals and applications.

EdgeBook Depth data for any U.S. exchange listed security is available to Bloomberg Professional service users who already subscribe to real-time U.S. Level 1 market data at no additional cost. Please visit www.directedge.com or BTDE<GO> on the Bloomberg Professional service for more information.

###

About BATS Global Markets, Inc.

BATS Global Markets, Inc. is a leading global operator of securities markets, committed to Making Markets Better for traders, investors and issuers. In the U.S., BATS operates four stock exchanges – BZX, BYX, EDGX and EDGA – and regularly ranks as the top market for ETF and retail-driven liquidity. The company is an important listing venue for ETFs and other structured products and also operates BATS Options, a U.S. equity options market. In Europe, BATS operates the largest pan-European equities exchange, offering trading and listing services across 15 major European markets. With its world-class proprietary technology and relentless customer focus, BATS strives to bring efficiency, transparency and fairness to market participants. The company is headquartered in Kansas City with offices in the New York area and London. Further information on BATS can be found at www.bats.com and by following us on Twitter @BATSGlobal.

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately - is at the core of the Bloomberg Professional service, which provides real time financial information to more than 320,000 subscribers globally. The Bloomberg Professional service is owned and distributed by Bloomberg Finance L.P.

1. Based on total consolidated market share reported in the 4th Quarter of 2013.
2. Based on SEC Rule 606 Reports on Routing of Customer Orders of the top U.S. discount broker-dealers in the 4th Quarter of 2013.

MEDIA:

Jim Gorman (NYC) +1 (201) 942-8234
Stacie Fleming (KC) +1 (913) 815-7193
comms@bats.com