

## NASDAQ OMX NORDIC WELCOMES MATAS TO ITS MAIN MARKET IN COPENHAGEN

**Copenhagen, June 28, 2013** – NASDAQ OMX (NASDAQ: NDAQ) today announced that shares of Matas began trading on the NASDAQ OMX Copenhagen Exchange. Matas is a Mid Cap company within the sector for Consumer Services. Matas is the ninth company to list on NASDAQ OMX Nordic main market in 2013 and the largest IPO on NASDAQ OMX Nordic since 2010.

Matas is Denmark's leading retail chain store for beauty, household, personal care and health products. With a distinctive and inclusive retail concept Matas has a nationwide coverage with over 290 stores and more than 2,400 employees throughout Denmark. In the capital of Copenhagen alone, Matas has 30 stores and in other major Danish cities has more than one store.

Adam Kostyál, Senior Vice President of NASDAQ OMX Global Corporate Client Group said: "As the largest listing on NASDAQ OMX Nordic since 2010, we are proud to welcome Matas on our main market. Matas is a company with a strong brand, and is a household name in Denmark. We look forward to partnering with Matas and to offer them the unique visibility opportunities as they grow their business and brand."

Terje List, CEO of Matas said, "Over the course of 64 years Matas has built a strong retail business that possesses the qualities required of a listed company with an attractive potential for investors. Thus well-prepared we will meet our new shareholders on the exchange. We are pleased to list Matas on NASDAQ OMX Copenhagen and look forward to provide new Danish and international investors the opportunity to take part in the future development of our unique business."

### About NASDAQ OMX Group

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 26 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-55 microsecond speeds with 99.99% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,300 listed companies worth more than \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit [www.nasdaqomx.com](http://www.nasdaqomx.com). Follow us on Facebook ([www.facebook.com/NASDAQ](http://www.facebook.com/NASDAQ)) and Twitter ([www.twitter.com/nasdaqomx](http://www.twitter.com/nasdaqomx)). (Symbol: NDAQ and member of S&P 500)

### 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

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