

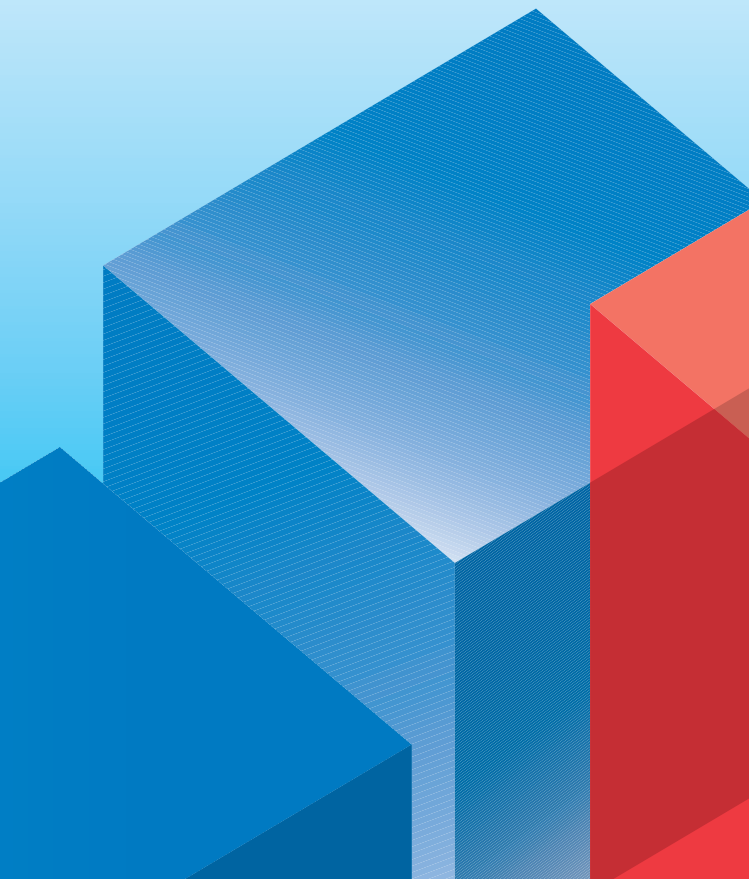
Prime Source

A NYSE Euronext Company



Independent, transparent, secure

Prime Source
sheds new light
on your valuation
process



Now you can choose your way...

We are very pleased to announce Prime Source, a unique, independent and comprehensive valuation solution, as a true value-added service for our customers.

Prime Source offers a single, independent and completely neutral source for addressing your valuation requirements, allowing you to make an educated choice on pricing and valuation for each instrument within your portfolio.

Thanks to wide and transparent access to price information, you are in the driving seat.

NYSE Euronext is committed to investing and developing the Prime Source service which is a key component in the securities value chain.

Prime Source introduces a new dynamic in this rapidly growing field, capitalising on our existing solutions.



Marie-Hélène Crétu
CEO of Prime Source
Director of Fixed Income
NYSE Euronext

In today's markets, Prime Source offers you the choice you need.

Are you looking for transparent portfolio valuation of cash and derivative instruments, from simple to highly complex? Prime Source is your valuation agent for multi asset-class portfolios. Through a single point of access you can obtain:

Market prices for instruments quoted on one of the many platforms managed by the NYSE Euronext group

Contributed prices provided by a range of sell-side desks and brokers

Modeled valuations and associated risks measures obtained through advanced analytics and quantitative models.

Prices and valuations are accessible on a daily, weekly, monthly basis as well as on a per request basis.

Enlightened contact with seasoned market professionals

For contributed prices, you may have a **direct, secure and private contact** with the contributor of your choice.

Our customer support team is your **highly-skilled partner**, ready to talk you through the most suitable valuation methodology and analytics, as well as the appropriate sources of market data.

Investing in the future, we are **working with renowned academics** to develop models that address the on-going innovation in financial instruments and structures as well current valuation challenges of the financial markets.

A clearly flexible and secure valuation process

Transparent

As an exchange, we have a unique access to price depth and totally transparent prices.

The service supports a wide range of standard algorithms and quantitative models from which you can choose.

Through Prime Source, the identification of the pricing or valuation source is clear. Prices, feeds, values, curves, algorithms and formulae used to calculate valuations are auditable. Information you need on the valuation process is open and accessible.

Flexible and scalable

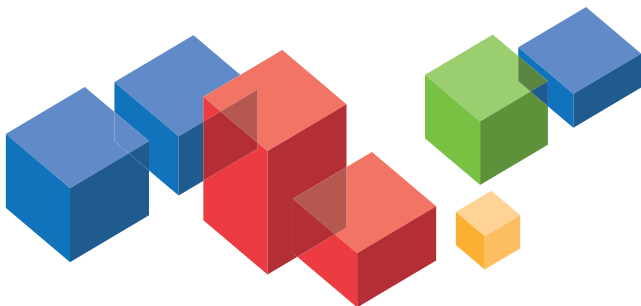
Prime Source is a flexible and web-based infrastructure designed to respond to the size of your portfolio and the complexity and diversity of your financial instruments.

It meets institutional standards of automation and straight-through-processing.

Secure and reliable

Prime Source benefits from the expertise and the highest technical standards developed by NYSE Euronext to run efficient operational processing for a high volume service and extensive expertise with database handling and processing.

Our technical infrastructure is subject to the strictest redundancy standards and remote back-up facilities.



Discover how to save time... and gain peace of mind

A one-stop-shop service

A single place to choose among various sources the ones that best meets your valuation needs. You don't need to spend time contacting multiple counterparties to obtain prices and valuations. Your internal valuation process is streamlined. Your internal resources are allocated to valuation analysis and other more added-value functions than data gathering tasks.

A wide range of products and asset-classes covered

Prime Source provides valuations for cash and derivatives instruments across equity, credit, rates, inflation, foreign exchange and commodities. Where needed, it will expand its capabilities by establishing alliances across the asset-class spectrum.

For the most complex products, our financial engineering team can provide bespoke models specifically written to reflect the unique characteristics of your instrument.

Data management expertise

Prime Source focuses on automation and data management at all stages of the valuation process to deliver the highest quality results in the shortest possible time through straight through processing.

Facilitating compliance with your accounting and regulatory duties

Simple and secure access to a diversity of prices and valuations and the availability of an audit trail allow you to better respond to regulator and auditor expectations for the financial instruments valuation process and to comply with applicable accounting rules (mark-to-market, mark-to-model).

Neutrality and integrity

Neither Prime Source nor its parent company is involved in any kind of transaction that can affect the quality of the valuations produced for customers. There is no conflict of interest.

NYSE Euronext: striving for the highest standards of quality

Prime Source belongs to NYSE Euronext (NYX), which operates the world's leading and most liquid exchange group, and seeks to provide the highest levels of quality, customer choice and innovation. Its family of exchanges, located in six countries, include the New York Stock Exchange, the world's largest cash equities market; Euronext, the Eurozone's largest cash equities market; Liffe, Europe's leading derivatives exchange by value of trading; and NYSE Arca Options, one of the fastest growing U.S. options trading platforms. NYSE Euronext offers a diverse array of financial products and services for issuers, investors and financial institutions in cash equities, options and derivatives, ETFs, bonds, market data, and commercial technology solutions.

For more information about NYSE Euronext, please visit www.nyx.com.

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please visit
www.nyxprimesource.com
or contact us
contact@nyxprimesource.com**

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