

CASH MARKETS

INTRODUCING BEST OF BOOK

The Best Execution Service for Retail
Simple. Impartial. Safe. Transparent.



Euronext's Best of Book is a **Best Execution service** for retail orders. Dedicated liquidity providers offer price improvement for your retail flow. The service operates within Euronext's robust and highly regulated Central Order Book.

- Euronext's Best of Book service **helps retail brokers meet MiFID best execution requirements within a single platform** for all liquid stocks traded across Euronext, potentially saving brokers the need to connect to multiple platforms.
- A specially designed Retail Liquidity Provider (RLP) programme **provides price improvement for retail investors**. The RLP programme is highly competitive and is open to all Euronext members, thus ensuring absolute neutrality.
- RLP quotes are firm orders and execute in direct competition with the Euronext Central Order Book. **These quotes are at, or better, than the European Best Bid and Offer (EBBO)¹.**
- By becoming a Retail Member Organisation (RMO), you will be able to execute your retail order flow within Best of Book and with **potential price improvement versus the EBBO, through your existing access** to Euronext.
- You will also receive **daily best execution reports**, provided via an independent data provider to ensure compliance with your best execution policy.

SIMPLE

Makes your life easier

Reconsider the need to connect to other platforms to get Best Execution as you can send orders through your existing access. **No IT development** is required to become a Retail Member, access is through your existing connection with no additional latency or cost.

IMPARTIAL

Does not take sides

Unlike our competitors, Euronext offers you a true price to trade as you are trading in full competition within the **Central Order Book where the liquidity is the deepest in Europe.**

A pool of liquidity providers compete for your business, potentially improving the pricing available and you have **no need to pre-select a preferred liquidity provider**. There is no conflict of interest in Best of Book's trading model: **we are not run by liquidity providers or brokers.**

SAFE

You can trust us

We have 400 years' experience in running exchanges - and we are continuously improving. **Prices are actual firm prices.**

Best of Book meets regulatory requirements and traders receive a regulated market stamp.

It is fully compliant with MiFID II (2018).

TRANSPARENT

The price you see is the price you get

See competitive prices compared to the EBBO¹ in a fully transparent, additional layer of the regulated market's Central Order Book including **pre and post trade transparency.**

Receive **Best Execution reports**, so investors are able to measure the quality of order execution and price improvements against clear, objective and measurable benchmarks.

¹ In the best execution analysis provided by a third-party, the EBBO (European Best Bid and Offer) refers to a benchmark price reflecting the best possible price available among all European lit venues on which the instrument could have been traded at the time of trade.

Best execution success
99.54%

Retail investors saved
€7,898,020

27.30%
of the time execution was
better than EBBO

Average price
improvement per trade
€1.05

Best of Book is based on Euronext's superior execution quality:

- Euronext's prices are **at the EBBO 86% of the time**, which is 21% better than the second best performing platform². With Best of Book, this rate goes up to 99.54%³.
- Best prices are first set on Euronext **68% of the time**, **almost nine times more** than on the second best performing platform².
- Relative spreads are **41% tighter on Euronext** – at 4.59 bps – than on the second best performing platform².
- Market depth is **1.5 times higher on Euronext** – at €54k – than on the second best performing platform².

Best of Book helped retail investors to save **€7,898,020** in H2 2018. It delivered **99.54%**³ of best execution success: **27.30%**³ of the value traded being better than the EBBO.

Example

INCOMING RETAIL ORDER → BUY 200 @ MARKET

↑ Share ABC €10.45 +0.35%			
TIME 09:45:33			
BID		ASK	
Quantity	Price	Price	Quantity
3000	10.05	10.45	1500
7500	10.00	10.50	7000
2500	09.95	10.55	1850
4508	09.90	10.60	3548
9807	09.85	10.65	4616

RLPs in Best of Book

RLPs in Best of Book

Scenario 1:
Trading without
Best of Book

Scenario 2:
Trading with
Best of Book

Quantity	Price	Price	Quantity
200	€10.50	€10.45	200

² For securities that belong to the AEX-index, AMX-index, BEL 20, CAC40, PSI 20, and SBF120 indices - in H2 2018 (Source: TAG Audit).

³ In H2 2018 (Source: LiquidMetrix).

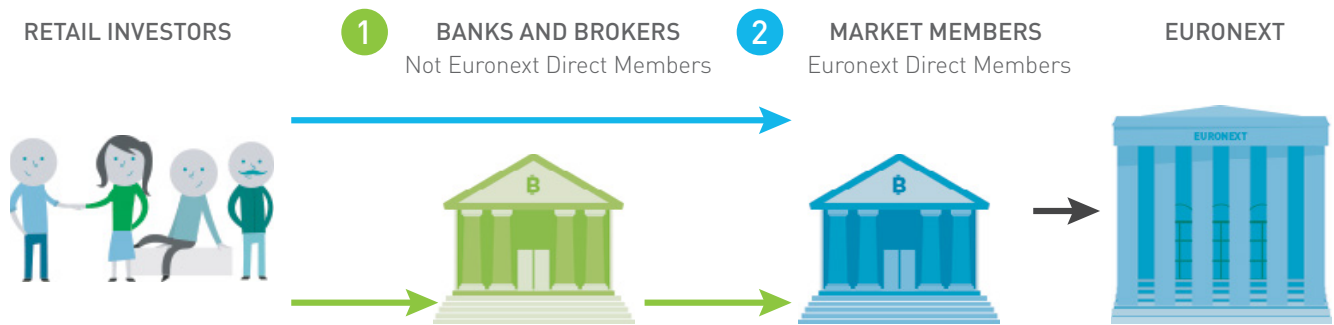
Which stocks are eligible?

The most liquid securities from Euronext's national domestic indices **AEX**®, **AMX**®, **BEL 20**®, **CAC 40**®, **Next 20**®, **CAC Mid 60**®, **ISEQ 20**® and **PSI 20**®.

Where can you use Best of Book?

The service is available through the following Euronext marketplaces: **Amsterdam, Brussels, Dublin, Lisbon and Paris.**

How to access Best of Book



If you are a Retail Investor
Ask your bank or broker to use Best of Book

1

If you are not a Direct Member of Euronext

- Send your order to your usual broker to access Euronext markets
- Ask to have your order flagged with the dedicated RMO tag
- Ask them to use dedicated Client IDs so Euronext recognises your flow
- Your broker can send you individual Best Execution reports

2

If you are a Direct Member of Euronext

- Flag your order with the dedicated RMO flag
- Euronext will send you daily and monthly Best Execution reports
- Euronext can create individual Best Execution reports for each of your customers
- Euronext can also receive individual Client IDs and produce reports with Best Execution details that you can communicate to the end Retail Investors

The price improvement details can also be circulated along the intermediary chain to the retail investor, as daily reports can contain 'Order ID' or 'Client Order ID' information.

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