

Dear Bats Customers and Members of the Trading Community,

Today we are announcing a new logo, as well as updates to our company and market center naming conventions. We believe the changes, which are outlined below, reflect the company we are today.

### ***New Brand***

We believe our new logo, included below, reflects our past and gives us a strong foundation for the future. Bats remains focused on great technology, innovation and outstanding customer service.



### ***New Naming Conventions***

We have officially changed BATS Global Markets, Inc. (BATS) to Bats Global Markets, Inc. (Bats), with the word Bats title-cased vs. all uppercase letters. It's a minor, but important update for our business.

As you will see from the table below, we've applied this format across all of our U.S. markets and changed the name of our European market to Bats Europe (vs. Bats Chi-X Europe). We continue to maintain the Hotspot brand. We believe these updates are an important step in helping better represent our global business.

Following please find an overview of the new naming conventions for our various markets:

New Naming Convention	Old Naming Convention
<b>Bats Global Markets, Inc.</b>	BATS Global Markets, Inc.
<b>Bats Global Markets Holdings, Inc.</b>	BATS Global Markets Holdings, Inc.
<b>Bats</b>	BATS
<b>U.S. Markets</b>	
<b>Bats BZX Exchange, Inc.</b>	BATS Exchange, Inc.
<b>Bats BYX Exchange, Inc.</b>	BATS Y-Exchange, Inc.
<b>Bats EDGX Exchange, Inc.</b>	EDGX Exchange, Inc.
<b>Bats EDGA Exchange, Inc.</b>	EDGA Exchange, Inc.
<b>Bats BZX Options</b>	BATS BZX Options or BATS Options
<b>Bats EDGX Options</b>	BATS EDGX Options
<b>Bats Options</b>	Refers to both options markets, BZX Options + EDGX Options
<b>European Market</b>	
<b>Bats Europe</b>	BATS Chi-X Europe
<b>FX Market</b>	
<b>Hotspot</b>	Hotspot

If you have an agreement or purchase order with (or which refers to) one of the above entities please note that, effective immediately, the agreement or purchase order should reflect the entity's new name. The legal entity is unchanged, but simply reflects a change to its name.

While the name and logo have changed, the customer-focused Bats philosophy of *Making Markets Better* remains the same.

If you have any questions regarding the new brand and name, please let me know. As always, we thank you for your support.

Regards,  
Chris Concannon  
CEO, Bats Global Markets