



Cboe Options Regulatory Circular RG17-144

C2 Options Regulatory Circular RG17-058

CFE Regulatory Circular RG17-014

Date: October 17, 2017

To: Market Participants

From: Cboe Executive Team

RE: Corporate Name Changes

On October 17, 2017, we announced the introduction of Cboe Global Markets, Inc., the new corporate name of our parent company. Please see the attached letter from our CEO, Ed Tilly, and President, Chris Concannon, describing our new logo, new naming conventions for our markets, and brand story.

For purposes of the markets listed below, we have filed rule changes that will formally modify the legal names of these entities as described below. Going forward, references to these markets may be to the formal names listed below, or to the naming conventions that are described in the attached letter.

New Name	Old Name
Cboe Global Markets, Inc.	CBOE Holdings, Inc.
Cboe Exchange, Inc.	Chicago Board Options Exchange, Incorporated
Cboe C2 Exchange, Inc.	C2 Options Exchange, Incorporated
Cboe BZX Exchange, Inc.	Bats BZX Exchange, Inc.
Cboe BYX Exchange, Inc.	Bats BYX Exchange, Inc.
Cboe EDGA Exchange, Inc.	Bats EDGA Exchange, Inc.
Cboe EDGX Exchange, Inc.	Bats EDGX Exchange, Inc.
Cboe Trading, Inc.	Bats Trading, Inc.
Cboe Futures Exchange, LLC*	CBOE Futures Exchange, LLC
Cboe FX Markets, LLC	Bats Hotspot LLC
Cboe SEF, LLC*	Bats Hotspot SEF LLC

*Name change is planned to be effective October 31, 2017.

If you have any questions regarding the new names and brand, please email us at integration@cboe.com.

Attachment



October 17, 2017

Dear Customers and Members of the Trading Community,

We are pleased to introduce you to **Cboe Global Markets**, the new name of our company. With our new name, we're also unveiling our new identity, mission and guiding principles. We made these changes to better reflect the evolving nature and spirit of our company.

New Corporate Name and Logo

Our new name, Cboe Global Markets, Inc., builds on the brand capital of CBOE and the global reach of our collective businesses. You'll notice in Cboe Global Markets, the word "Cboe" is title-case vs. all uppercase, and is now pronounced "See-bo" instead of "C-B-O-E." This subtle change signals how our company has greatly expanded beyond its options heritage to a business with multiple asset classes and a much larger global footprint. In our new logo (the Global Markets version shown above), the arrow represents our forward momentum and is positioned high in our name to highlight our mission to power your potential.

New Naming Conventions

Effective today, names including CBOE Holdings, Chicago Board Options Exchange, Bats Global Markets, Bats Europe and Hotspot are retired. The new naming conventions for our company and marketplaces are as follows:

Old Naming Convention	New Naming Conventions
CBOE Holdings	Cboe Global Markets
Bats Global Markets	
Options	
Chicago Board Options Exchange (CBOE)	Cboe Options Exchange (Cboe Options)
C2 Options Exchange	Cboe C2 Options Exchange (C2 Options)
Bats BZX Options Exchange	Cboe BZX Options Exchange (BZX Options)
Bats EDGX Options Exchange	Cboe EDGX Options Exchange (EDGX Options)
U.S. Equities	
Bats BZX Exchange	Cboe BZX U.S. Equities Exchange (BZX Equities)
Bats BYX Exchange	Cboe BYX U.S. Equities Exchange (BYX Equities)
Bats EDGA Exchange	Cboe EDGA U.S. Equities Exchange (EDGA Equities)
Bats EDGX Exchange	Cboe EDGX U.S. Equities Exchange (EDGX Equities)
Futures	
CBOE Futures Exchange	Cboe Futures Exchange (CFE)
European Market	
Bats Europe	Cboe Europe Equities
Bats Europe Trade Reporting Services (BXTR)	Cboe BXTR Trade Reporting Services (Cboe BXTR)
Bats Large in Scale	Cboe Large In Scale (Cboe LIS)
FX Market	
Hotspot	Cboe FX Markets (Cboe FX)



Our Mission

At Cboe Global Markets, our mission is to “power your potential to stay ahead of an evolving market.” We strive to deliver on this mission through three commitments:

- **Relentless innovation** to expand our diverse offering for investors around the world
- **Cutting-edge technology** to connect you to global markets
- **Seamless solutions** that enhance your trading experience through insights, education, data, analytics and more

Our Guiding Principles

Underlying the commitments of our mission are five guiding principles that our global team strives to embody every day:

- **Active Transparency:** A commitment to proactively sharing information and knowledge
- **Creative Collaboration:** An enthusiasm for working with our customers and partners to advance innovation
- **Competitive Spirit:** A will to succeed and be the best
- **Superior Service:** A drive to understand needs and exceed expectations
- **Good Citizenship:** A dedication to the betterment of our markets, workplace and community

We could not be more excited about the opportunities we see ahead for our company, and what they will mean to our markets and customers globally. You have our word that we will continue to work hard every day to exceed your expectations and keep earning your business.

If you have any questions regarding the new name and identity, please let us know at integration@cboe.com. As always, we thank you for your support.

Sincerely,

A handwritten signature in black ink that reads 'Ed Tilly'.

Ed Tilly
Chairman and Chief Executive Officer

A handwritten signature in black ink that reads 'Chris Concannon'.

Chris Concannon
President and Chief Operating Officer