

Making Markets Better as Your Partner in Trading.

Market Model Overview

The combined BATS-Direct Edge is an enhanced exchange company, combining two highly complementary firms dedicated to customer-focused principles, products and pricing that have been the foundation for our individual success. Together, we have designed a market model that provides **customer choice**, **low cost** and **technology compatibility**.

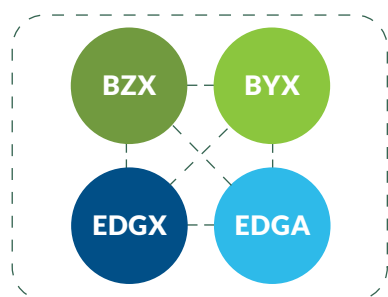
CHOICE



BATS and Direct Edge are both advocates for customer choice in the marketplace and recognize that different customers desire different order types and pricing based on their business models. Preserving the unique ecosystem of each exchange order book is critical to meeting the needs of our diverse customer base.

BATS/Direct Edge will continue to operate all four existing U.S. equities markets – BATS' BZX and BYX Exchanges and Direct Edge's EDGX and EDGA Exchanges – allowing customers to continue enjoying the same array of choices.

COSTS



Reducing costs for the industry has been an ongoing focus for BATS and Direct Edge. As a combined firm, cost-reduction highlights for customers include:

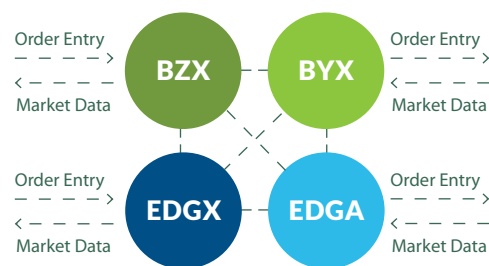
Data Center – We are designing a data center strategy that is cost effective for customers, while offering best-in-class connectivity, convenience and accessibility. Further details will be available soon.

Protocol – Migrating EDGX and EDGA onto the BATS technology platform will provide for one interface to four equities markets, thus reducing the development costs for interfacing with each order book.

Market Data – One, consolidated feed will provide data from all four order books.

Access – Connect directly to all four markets, or connect to one of the four markets and access the other three markets via routable orders.

COMPATIBILITY



A high priority is ensuring technology compatibility for Direct Edge Members once the transition to BATS technology is completed in January 2015. Compatibility highlights include:

- Continuation of all popular Direct Edge order types and routing strategies on BATS' technology.
- Support for a FIX translator to allow existing Direct Edge Members an easy transition to the BATS FIX format.
- No change to SIP Participant IDs for EDGA and EDGX.
- Member connections from current data centers to all BATS/Direct Edge exchanges will be supported indefinitely. Further details on our data center strategy and timeline will be made available shortly.