Contents

1  Introduction ........................................................................................................................ 3
  1.1  Overview ...................................................................................................................... 3
  1.2  Process Overview ......................................................................................................... 3

2  Ranking and Selecting Products ..................................................................................... 3

3  Additional Information .................................................................................................... 7
1 Introduction

1.1 Overview
The Product Ranking and Selection tool in the Cboe Customer Web Portal enables Designated Primary Market Makers (DPM) for the Cboe Options ("C1") Exchange and Market Makers (MM) for the EDGX Options ("EDGX") Exchange to select and rank new products and existing product re-allocations.

1.2 Process Overview
When new products and existing product re-allocations are defined, an email is sent from Cboe to the designated DPM and MM firm contacts instructing recipients to log into the Customer Web Portal and complete the selection and ranking of available products within the defined time frame.

2 Ranking and Selecting Products
You can access the Product Ranking and Selection tool in the Cboe Exchange Tools section of the Customer Web Portal.

Once you select the desired exchange, all the underlying products along with relevant market information and the timeline available for selection, allocation and trading are displayed.
At the top of the display, the timeline indicates the start and end times during which users can select and rank products. Once the "Window end date and time" has passed, users will no longer be able to submit selections. By default, all products are displayed with no ranking selected and with the "Not interested" status. When products have different dates, the timeline displays a "Multiple dates" value for the anticipated start date and the respective individual dates are displayed with each product in the list.
To rank and select products in the Product Ranking and Selection tool, complete the following steps.

1. On the far right of the product listing, select the "My Ranking" drop-down menu and assign a numerical value to the selected product.

Result: As values are assigned, items in the list are repositioned according to rank under the "Preferred" heading.
2. When applicable you may also select the MMID and EFID associated with a product when a firm has more than one MMID or EFID.

3. Once you have assigned a rank to the desired products, select Submit.

Result: A verification dialog is displayed.
4. On the verification dialog, select **Submit** to complete the process or **Cancel** to return to the previous screen.

   **Note:** After the final allocation end date and time have passed, users can still review the submitted allocations in the tool, until a new allocation in which the users firm is involved begins.

Once Cboe has processed the product allocations for a session, an automated email will be sent to the DPM or MM firm confirming product allocations. For products listed on C1, the email will also identify floor Post and Station locations where each newly listed product will trade in open outcry. Firms should contact the Operations Support Center (**marketservices@cboe.com**) to designate contact information for receiving automated emails.

### 3 Additional Information

For additional information about the Customer Web Portal refer to the [Customer Web Portal Specification](#).

For questions and comments related to the product allocation process, contact the Operations Support Center at **marketservices@cboe.com**.
# Revision History

<table>
<thead>
<tr>
<th>Document Version</th>
<th>Date</th>
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<tbody>
<tr>
<td>1.0.0</td>
<td>04/16/20</td>
<td>Initial version 1.0.0.</td>
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<tr>
<td>1.0.1</td>
<td>04/21/20</td>
<td>Corrected contact information in Additional Information section from Market Services to Operations Support Center.</td>
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