

NASDAQ PRIVATE MARKET EXPANDS PRODUCT OPERATIONS, PRODUCT STRATEGY AND MARKETING TEAMS

SAN FRANCISCO, January XX, 2015 – Nasdaq Private Market, LLC announced today the appointment of Steve Madeira, Head of Product Operations; Georgina Lai, Head of Product Strategy; Ashleigh Bilodeaux, Head of Marketing to its leadership team. All three will be based in San Francisco and bring a combined breadth of knowledge and experience from leading service providers and private growth companies.

“We are excited to have Steve, Ashleigh and Georgina join the Nasdaq Private Market team,” said Carine Schneider, President, Equity Management Solutions. “Their combined experience will be invaluable to enhancing the equity solutions offerings to Nasdaq Private Market member companies.”

Nasdaq Private Market expects to continue hiring over the next few months to support its increased demand from secondary markets.

Madeira was formerly Senior Vice President at Equity Administration Solutions, Inc. (EASi), focusing on Customer Success with significant input into the product and service offerings. Prior to his 8 years at EASi, Madeira worked with several startups and multi-nationals such as IBM, Philips NV and Siemens AG.

Lai joins from Facebook, where she served as a senior team member in the Equity Programs Department. While at Facebook, Lai supported the company’s IPO and other strategic projects including the recent acquisition of WhatsApp and helped orchestrate the company’s employee lock-up release, which earned Facebook the 2013 Judges' Award from the Global Equity Organization. Lai brings significant equity administration experience to the NPM team.

Bilodeaux is an experienced marketing executive, having led marketing efforts at several successful high growth start-ups, serving most recently as Director of Marketing with Huddle, a SaaS based collaboration platform targeted at enterprise and government intuitions. She has earned several notable industry accolades including Oracle’s Eloqua Markie award for Marketing Metrics that Matter in 2013, B2B Magazine’s Top Rising Stars and finalist for B2B marketer of the year award in 2012.

About Nasdaq Private Market

The Nasdaq Private Market, LLC is the new capital market for leading private companies. Through its broker-dealer network and partners, Nasdaq Private Market connects companies with a global community of investors, and provides an integrated equity solution for managing everything from cap table management to stock plan administration. Whether a company seeks to optimize an eventual IPO or remain private permanently, Nasdaq Private Market provides complete capital market support to meet its needs. For certain eligible investors and shareholders, Nasdaq Private Market is a place to discover and engage with some of the most exciting private companies.

Nasdaq Private Market was formed in March of 2013 as a joint venture between The Nasdaq OMX Group, Inc. and SharesPost, Inc. Securities-related services are offered through NPM Securities, LLC, a registered broker-dealer and alternative trading system, which is a member FINRA/SIPC and a wholly-owned subsidiary of The Nasdaq Private Market, LLC. Securities

offered through NPM Securities, LLC are not listed or traded on The Nasdaq Stock Market LLC, nor are the securities subject to the same listing or qualification standards applicable to securities listed or traded on The Nasdaq Stock Market, LLC. To learn more about Nasdaq Private Market, visit www.npm.com.

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