

NYSE LIFFE WELCOMES HOLLY SU FUTURES AS A NEW MEMBER

Released : 23 April 2013

April 23, 2013

Hong Kong: 23 April 2013 – NYSE Liffe, the European based global derivatives division of NYSE Euronext, today welcomed Holly Su Futures Hong Kong Co., a leading futures and options brokerage in China, as member of the Exchange's London market.

Membership of NYSE Liffe will enable customers of Holly Su Futures to access the European capital markets through NYSE Liffe's European derivatives contracts. Their customers will also have the ability to access NYSE Euronext's market leading technology solutions, such as the Secure Financial Transaction Infrastructure® (SFTI®), which provides market users with a single connection point for services including colocation, order routing and market data. Clients located in mainland China will also be able to benefit from the China Market Data Program, whereby they can gain access to NYSE Liffe's market data at advantageous rates, whether via SFTI® in Hong Kong or from third party redistributors.

"NYSE Liffe continues to build momentum in Asia and with offices in Singapore, Tokyo and Hong Kong, we have strengthened our footprint by nearly doubling our regional membership to thirteen over the last six months," said Mr. Lee Hodgkinson, Senior Vice President, Head of Sales & Client Coverage EMEA and APAC at NYSE Euronext. "We are delighted to welcome Holly Su Futures and their customers to NYSE Liffe's ever growing global derivatives trading community. Through our platform, their customers can trade our innovative and liquid Fixed Income, Commodities and Equity Derivatives products as well as utilise our pioneering technology solutions."

"NYSE Liffe is one of the largest derivatives exchanges in the world. Becoming a member illustrates that the managerial expertise and operational capability of our wholly owned subsidiary, Holly Su Futures Hong Kong, has been accepted by the international trading community. It is a great opportunity for Holly to enter the global derivatives market and it is also an important milestone for the history of our company's business development." said Mr. ZHOU Yong, Executive Vice President, Jiangsu SOHO Holding Group Co., Ltd.

Information:

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About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With approximately 8,000 listed issues (excluding European Structured Products), NYSE Euronext's equities markets - the New York Stock Exchange, NYSE Euronext, NYSE MKT, NYSE Alternext and NYSE Arca - represent one-third of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, one of the leading European derivatives businesses and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index. For more information, please visit: <http://www.nyx.com>.

About Holly Su Futures (Hong Kong). Co. Ltd

Holly Su Futures (Hong Kong) Co. Ltd. ("Holly Su Futures"), established on 20 October 2011 in Hong Kong, is a joint venture between Jiangsu SOHO Holding Group Co. Ltd. ("SOHO Holding") and Holly International Group (Hong Kong) Ltd. SOHO Holding is a SOE owned by Jiangsu provincial government. SOHO Holding's core business includes investment, trading and real estate. In order to further expand the international business of the group and meet the demand of the group's own internationalisation and utilise the advanced physical location and financial environment Hong Kong, the group decides to set up Holly Su Futures. Holly Su Futures is a licensed corporation registered with the Securities and Futures Commission of Hong Kong to carry regulated activities in Dealing in Future Contracts with license number AYT086 and gained in 2012 trading and clearing participant of Hong Kong Stock Exchanges and Clearing Ltd. (HKEx). Holly Su Futures trades futures and options products listed on all major international exchanges. The investment professionals working at Holly Su Futures are committed to become a bridge between Chinese investors to the global market and the international investors to Chinese market. For more information, please visit <http://www.ftol.com.hk>.

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