

CBOE Holdings Becomes Cboe Global Markets, Unveils New Corporate Identity

CHICAGO – October 17, 2017 – CBOE Holdings, Inc. today unveiled its new name, Cboe Global Markets, Inc. (BZX: CBOE | NASDAQ: CBOE), identity and mission at the Futures Industry Association (FIA) Expo 2017 conference, currently taking place in Chicago. The changes were made to better reflect the evolving nature and spirit of the company and follows the acquisition of Bats Global Markets (Bats) earlier this year.

The company’s new name, Cboe Global Markets, builds on the brand capital of CBOE and the global reach of the Bats business. In Cboe Global Markets, the word “Cboe” is titlecase vs. uppercase, and is now pronounced “See-bo” instead of “C-B-O-E.” This subtle change signals how the company has greatly expanded beyond its options heritage to a business with multiple asset classes and a much larger global footprint.

Ed Tilly, Chairman and CEO of Cboe Global Markets, said: “Our new identity incorporates the equity of both brands into one bigger, bolder corporate brand that more accurately reflects who we are as one, unified company. The new look and feel of Cboe is underpinned by our new mission, commitments and guiding principles, which I’m proud to say were inspired by the entire Cboe team.”

The company’s stated mission, “to power your potential to stay ahead of an evolving market,” is brought to life through three commitments:

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

To learn more about Cboe’s new identity and mission, visit www.cboe.com/aboutcboe.

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

Old Naming Convention	New Naming Convention
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)

About Cboe Global Markets, Inc.

Cboe Global Markets, Inc. (BZX: CBOE | NASDAQ: CBOE) is one of the world’s largest exchange holding companies, offering cutting-edge trading and investment solutions to investors around the world. The company is committed to relentless innovation, connecting global markets with world-class technology, and providing seamless solutions that enhance the customer experience.

Cboe offers trading across a diverse range of products in multiple asset classes and geographies, including options, futures, U.S. and European equities, exchange-traded products (ETPs), global foreign exchange (FX) and multi-asset volatility products based on the Cboe Volatility Index (VIX Index), the world’s barometer for equity market volatility.

Cboe’s trading venues include the largest options exchange in the U.S. and the largest stock exchange by value traded in Europe. In addition, the company is the second-largest stock exchange operator in the U.S. and a leading market globally for ETP trading.

The company is headquartered in Chicago with offices in Kansas City, New York, London, San Francisco, Singapore, Hong Kong and Quito, Ecuador. For more information, visit www.cboe.com.

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