



NEWS RELEASE

TMX Group Names Alison Simpson Senior Vice President, Marketing and Branding

1/30/2017

January 30, 2017 (TORONTO) – TMX Group Limited today announced that Alison Simpson has been named Senior Vice President, Marketing and Branding, effective February 13, 2017.

In this newly-created role, Ms. Simpson will be responsible for building TMX's marketing strategy with a focus on enhancing the company's presence and impact across the full spectrum of available channels, including digital, mobile and social media. In support of TMX's overall corporate strategy, she will lead creative, digitally-focused campaigns to position TMX as a premier global brand and improve stakeholder and client engagement across all business areas. Corporate communications and media relations will also report to her in this new role.

"The addition of Alison Simpson to our team is an important step forward for TMX as we accelerate our efforts to strengthen and redefine our core brand and to position our company for long-term success," said Lou Eccleston, CEO, TMX Group. "Alison brings a demonstrated level of expertise in team-building and strategic execution that will be vital to enlivening TMX's digital presence and to ensuring the depth of our value proposition is clearly understood throughout the marketplace."

Ms. Simpson has more than 20 years of experience in marketing, branding and communications, specializing in building and implementing transformative digital and client loyalty strategies for high profile Canadian and international companies across a diverse range of industries. Most recently, she served as Senior Vice President of

Marketing and Customer Experience at Holt Renfrew, where she built the luxury retailer's loyalty and customer initiatives, expanded the digital and brand marketing capabilities and was part of the executive team for the e-commerce launch. Among her other previous work experience, Ms. Simpson served as Executive Vice President of Bond Brand Loyalty (formerly Maritz Canada Inc.), a marketing and loyalty consultancy firm and as Vice President of Marketing Communications at Rogers. Ms. Simpson will report to Mr. Eccleston.

About TMX Group (TSX: X)

TMX Group's key subsidiaries operate cash and derivative markets and clearinghouses for multiple asset classes including equities, fixed income and energy. **Toronto Stock Exchange, TSX Venture Exchange, TSX Alpha Exchange, The Canadian Depository for Securities, Montréal Exchange, Canadian Derivatives Clearing Corporation, NGX, Shorcan, Shorcan Energy Brokers, AgriClear** and other TMX Group companies provide listing markets, trading markets, clearing facilities, depository services, data products and other services to the global financial community. TMX Group is headquartered in Toronto and operates offices across Canada (Montréal, Calgary and Vancouver), in key U.S. markets (New York, Houston) as well as in London, Beijing and Singapore. For more information about TMX Group, visit our website at www.tmx.com. Follow TMX Group on Twitter: **@TMXGroup**.

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