



NEWS RELEASE

TMX Group Launches New Brand Campaign “THE FUTURE IS YOURS TO SEE”

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October 10, 2017 (TORONTO) – TMX Group today launched a new global marketing campaign, designed to celebrate progress and breakthrough achievement in today's continuously-evolving business landscape and to highlight the important role TMX plays in connecting visionary clients to a limitless world of opportunity.

The culmination of a transformational journey which began in November 2014, TMX's new campaign brings to life a fresh and differentiated approach to marketing within the financial industry that aligns with TMX's new direction and corporate strategy. The inspiring campaign features thought-provoking messages across digital and high-profile media installations which serve to highlight the company's role in helping a broad spectrum of clients, including investors and companies across various industries achieve their goals. The campaign will continue over the next few months.

"This is a proud day for TMX, as we unveil a dynamic and powerful new brand identity that reflects our focus on the future and brings our company's unified strategic mission to life for the first time in our history," said Lou Eccleston, Chief Executive Officer, TMX Group. "The new TMX is focused on the future, poised to seize on our positive momentum in the marketplace and in continuous pursuit of new ways to help convert the aspirations of our domestic and global client base into game-changing successes."

In creating The Future Is Yours to See, TMX undertook a company-wide branding exercise, led by Alison Simpson,

SVP Marketing & Brand, TMX Group, to define the themes that best illustrate the full scope of TMX's role in the marketplace. Research conducted with a wide set of stakeholders revealed the opportunity to bring meaning to the TMX brand and to build awareness of the many ways TMX represents and advocates for progress in Canada's capital markets.

"Business today is changing faster than ever before and creating boundless opportunities," said Ms. Simpson. "Our campaign celebrates TMX's impactful role in empowering the ideas of tomorrow, fueling opportunity and driving progress in new and compelling ways. At TMX, truly, The Future is Yours to See."

To view TMX's new "The Future is Yours to See" video, please visit www.tmx.com.

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](https://twitter.com/TMXGroup).

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