

HKEX INFORMATION SERVICES LIMITED

(A wholly-owned member of the Hong Kong Exchanges and Clearing Limited Group)

26 August 2016
Our Ref: MDD/16/1898

By Email

To: All Licensed Information Vendors (“IVs”)

Dear Sirs,

More Marketing Programmes to Promote Securities Market Data in the Mainland

HKEX Information Services Limited (“HKEX-IS”) is pleased to introduce the following two programmes today to promote the visibility and penetration of securities data in the Mainland in preparation for the launch of Shenzhen-Hong Kong Stock Connect (“SZ-HK Connect”):

- i) **Enhanced Volume Discount Scheme;** and
- ii) **One-Off Six-Month Fixed Fee Programme**

Currently, IVs who have joined the Mainland China Discount Programme (Our Ref: [MDD/15/2671](#)) could offer their retail clients a discounted monthly Subscriber Fee of HK\$80 and a 2-tier volume discount (Our Ref: [MDD/14/1365](#)) for subscribing streaming Level 2 securities data. The two new marketing programmes launched today are designed to increase the subscription of streaming Level 2 securities data by Mainland retail investors.

Below are the details of the programmes:

1) Enhanced Volume Discount Scheme				
Programme Duration	From now until end of 2017, subject to further review			
Eligibility	IVs who join the Mainland China Discount Programme are automatically eligible for the Enhanced Volume Discount Scheme.			
Discount Scheme	Applicable to Mainland retail subscribers only:			
	Tier	No. of Level 2 10-depth Subscriber Units	Discount Rate	Discounted Subscriber Fee per month
		≤5,000	-	HK\$80
	1	5,001 - 10,000	10%	HK\$72
	2	10,001 – 50,000	50%	HK\$40
	3	50,001 – 100,000	60%	HK\$32
	4	>100,000	67%	HK\$27
Promotion Offer	HKEX-IS will use the Discount Rate based on the IV’s subscription level of the third month after the launch of SZ-HK Connect and apply the rate retrospectively to previous months from August 2016.			
	To illustrate, if an IV reaches 60,000 retail subscribers in the third month after the launch of SZ-HK Connect, the Discount Rate would be 60%. HKEX-IS will apply this rate to the Subscriber Fees for previous months from August 2016 to 3 months after SZ-HK Connect launches, even if the subscription level in the previous month do not reach 60,000.			

Please note that the Enhanced Volume Discount Scheme will replace the existing Volume Discount Promotion Programme (Our Ref: MDD/14/1365) launched on 17 November 2014. .../2

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2) One-Off Six-Month Fixed Fee Programme	
Application	From now until the month of the launch of SZ-HK Connect.
Fixed Service	- HK\$6 million with unlimited streaming Level 2 subscription for Mainland retail subscribers for 6 months. - IVs could leverage on the programme to do mass marketing activities. Subscriber login is required.
Fee	

Relevant Guiding Notes will be issued in due course. Please also be reminded that the prevailing requirements under the Mainland Discount Programme continue to apply to. Kindly refer to the website corner for more details.

IVs who would like to join the Enhanced Volume Discount Scheme may submit the [Service Application Form A3](#) and IVs who would like to join the One-Off Six-Month Fixed Fee Programme may submit the [Enrolment Form](#). Please send the completed forms to Data Licensing and Marketing Team at MarketData@hkex.com.hk.

Should there be any questions, please send email to MarketData@hkex.com.hk.

Yours sincerely,

Winnie Sin
Senior Vice President
Data Licensing and Marketing, Market Data
Markets Division

香港交易所資訊服務有限公司
(香港交易及結算所有限公司集團全資附屬成員機構)

2016年8月26日
參考編號: MDD/16/1898

以電郵發送

致: 所有持牌資訊供應商 (“供應商”)

敬啟者,

更多推廣計劃以增加證券市場行情在中國內地的覆蓋範圍

香港交易所資訊服務有限公司(HKEX-IS) 於今天推出以下的推廣計劃, 旨為深港股票市場交易互聯互通機制 (“深港通”) 做準備, 並進一步擴大證券市場行情在中國內地的覆蓋率:

- i) 優化批量折扣優惠計劃; 及
- ii) 一次性六個月固定用戶費計劃

目前, 參與中國內地地區折扣優惠計劃 (參考編號: [MDD/15/2671](#)) 可以 HK \$ 80 向其個人客戶提供串流 Level 2 10 檔證券市場數據並享有兩層批量折扣(參考編號: [MDD/14/1365](#))。而今天推出的兩個新計劃旨在鼓勵更多中國內地個人投資者使用串流 Level 2 證券行情。

以下為優惠計劃詳情:

1) 優化批量折扣優惠計劃:				
計劃時段	即日起至 2017 年底, 並作每年檢討。			
資格	凡參加中國內地地區折扣優惠計劃的持牌信息供應商均可自動參加優化批量折扣優惠計劃。			
批量折扣	<i>只適用於中國內地個人用戶:</i>			
	檔位	Level 2 10 檔數據用戶數量	優惠折扣率	用戶月費 (折扣後)
		<5,000	-	港幣\$80
	1	5,001 – 10,000	10% (9 折)	港幣\$72
	2	10,001 – 50,000	50% (5 折)	港幣\$40
3	50,001 – 100,000	60% (4 折)	港幣\$32	
4	>100,000	67% (33 折)	港幣\$27	
推廣優惠	HKEX-IS 會在深港通推出後第 3 個月以該月的用戶數量核定所享受的優惠折扣率, 並由 2016 年 8 月開始將該優惠幅度應用於推廣期內的所有月份的用戶數量。 舉例來說, 如供應商在深港通推出後第3個月的內地個人用戶數量為60,000, 優惠折扣率將會是60% (4 折)。即使供應商在過去的月份並沒有達到每月60,000 的用戶數量, HKEX-IS 也會將60% 的優惠折扣率應用至2016年8月到深港通推出後第3個月的每月個人用戶數量作用戶費計算。			

請注意, 此優惠計劃將會取代於 2014 年 11 月 17 日推出的批量折扣推廣計劃 (參考編號: MDD/14/1365)。

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2) 一次性六個月固定用戶費計劃	
申請	即日起至深港通推出的月份內
服務推出日期	即日起至深港通推出後的一個月內
固定費用	<ul style="list-style-type: none">- 港幣\$6百萬並於六個月內不設 Level 2 串流行情的個人用戶上限- 供應商可以利用此計劃作做大規模的營銷活動和炒股大賽。需要用戶登錄。

有關指導說明會在稍後發出。請留意，參與此批量計劃或六個月計劃的供應商仍需遵守中國內地地區折扣優惠計劃的條款。請參考網站的**優惠計劃**專業瞭解詳細資料。

如欲參與優化批量折扣優惠計劃，請填妥**[服務申請表 A3](#)**。如欲參與一次性六個月固定用戶費計劃，請填妥**[一次性六個月固定用戶費計劃申請表](#)**。表格可交到數據授權及推廣部郵箱 MarketData@hkex.com.hk。

如有任何問題，請發送電子郵件至 MarketData@hkex.com.hk。

此致

冼韻妮謹啓
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數據授權及推廣, 市場數據
市場科