

Guiding Note on the Marketing Programme for Mobile Application Service

(For Information Vendors Who Enroll in The Marketing Programme for Mobile Application Service)

PURPOSE

This document aims to provide guidance to HKEX Information Services Limited (“HKEX-IS”) licensed real-time market data information vendors (IVs) who enroll in the Marketing Programme for Mobile Application Service (“the Programme”). The Programme was launched in June 2017 (duration subject to review).

DETAILS

- IVs who wish to enroll in the Programme are required to submit their Service Application (Form A3) and Checklist for Mobile Application Service to HKEX-IS for consideration and approval. Upon approval, the Mobile Application Service will be added to Schedule 4 Memorandum of Permitted Purpose (MOPP) of the Market Data Vendor Licence Agreement (Vendor Agreement).

Fee Structure

- The Fees under the Programme are set out below:

Discounted Fee for Level 2 Securities Market Data	Subscriber Fee - HK\$13 per Subscriber unit per month Subscriber Fee (Volume Discount) - HK\$5 per Subscriber unit per month, with a minimum subscription of 60,000 units per annum (not applicable to Third Party Service, please see <i>Guiding Note on Third Party Service</i> for service details) Notes: Regular fee for Level 2 Securities Market Data - HK\$200 per Subscriber unit per month; Discounted fees for Level 2 Securities Market Data under Mainland China Discount Programme : <ul style="list-style-type: none">Retail clients: HK\$80 per Subscriber unit per month (for both terminal and mobile device)Corporate clients: HK\$120 per Subscriber unit per month (for both terminal and mobile device)
Redistribution Fee Waiver	Redistribution Fee for the relevant securities datafeed(s) will also be waived (only applicable to new vendor licence applicants approved for the HK\$5 Subscriber Fee or Mainland brokers who enrolled in “Fixed Fee Programme for Southbound Brokers”).

Data Content

- Streaming Level 2 Securities Market Data:** Bid/ask price and volume, high/low, last traded price, nominal, cumulative turnover/volume, opening/closing, IEV & IEP from auction trading session, 10 level order depths (aggregated no. and volume of orders in the best 10 bid/ask queues), broker queue, previous transactions, freetext.

Requirements and Restrictions

Notwithstanding the information in the Checklist for Mobile Application Service that the participating IVs submitted to HKEX-IS:

- IVs are required to implement technical methods to ensure that the display device for the Mobile Application Service is a mobile device.
- IVs are required to ensure that the Mobile Application Service under the Programme can only be accessed by Subscribers who are genuinely residing / physically located in Mainland China (excluding Hong Kong and Macau regions).

6. IVs who offer the Mobile Application Service under the Programme via Third Party Service should pay HK\$13 per Subscriber unit per month regardless of the number of their Subscriber units.

Payment

7. IVs who are approved for the Programme at the Subscriber Fee of HK\$5 per Subscriber unit per month are required to pay all the minimum Subscriber Fees (HK\$25,000 per month) upfront to cover the period from the commencement of their Mobile Application Services until the end of the year.

Reporting Requirements

8. IVs are required to submit the Monthly Subscriber Report to HKEX-IS as per clause 5.5 of the Market Data Vendor Licence Agreement. All IVs are required to report the total number of Subscriber units in the Summary Subscriber Report. Provision of the Monthly Subscriber Report shall start from the commencement of their Mobile Application Services including the free trial, if any. An Excel template of the Monthly Subscriber Report will be provided to IVs.
9. IVs are required to maintain the IPs and Unique IDs of Subscribers for audit purposes as per clause 5.6 of the Market Data Vendor Licence Agreement.
10. All IVs must obtain necessary consent from Subscribers so as to ensure compliance with the requirements of Personal Data (Privacy) Ordinance of the Laws of Hong Kong as well as the provisions of the Vendor Agreement (including but not limited to clauses 4.6, 5.6, 5.7 and 5.8) which relate to Subscriber information and records that could be accessed by HKEX-IS.

Should there be any questions regarding the Programme, please send questions to MarketData@hkex.com.hk.

Appendix: Frequently Asked Questions

Q1. Is there a minimum subscription of units requirement for discounted subscriber fee of HK\$13 plan similar to that of the HK\$5 Volume Discount plan?

No, there is no minimum subscription of units. However, all discounted fees for Level 2 Securities Market Data regardless of the HK\$5, HK\$13 or Third Party Service plan under the Programme are subject to a minimum monthly Subscriber Fee of HK\$6,000 for Securities Market Data ([Licence Fees Remarks\(3\)](#))

Q2. Can our company provide Third Party Service under the Programme with discounted fee?

Yes, IVs are allowed to provide Third Party Service at the discounted fee of HK\$13 per Subscriber unit per month. Simultaneously, the minimum monthly Subscriber Fee of HK\$6,000 for Securities Market Data is applicable to each Third Party Client who is not an Exchange Participant of SEHK. Please see *Guiding Note on Third Party Service* for details.

Q3. Our company is a new vendor licence applicant and would like to subscribe to the mobile application service and other services at the same time, can our company enjoy the Redistribution Fee waiver?

Yes, Redistribution Fee for the relevant securities datafeed(s), i.e. OMD SS, OMD SP and OMD SF, will be waived. The waiver is only applicable to new vendor licence applicants approved for the HK\$5 Volume Discount plan as one of the services or Mainland brokers who enrolled in "[Fixed Fee Programme for Southbound Brokers](#)") with HK\$5 Volume Discount plan.

Q4. Can the minimum subscription of 60,000 units per annum be shared with our company's related companies?

IVs who subscribe the Volume Discount plan (\$5 per Subscriber unit per month) and extend redistribution rights to approved related companies under Schedule 2 of the Vendor Agreement could share the minimum subscription of 60,000 units per annum among the group. However, such IVs will be subject to regular Redistribution Fee according to [Fee Schedule](#).

Q5. How would the minimum subscription of units be calculated for the HK\$5 Volume Discount plan if our company enrolls in the programme in the middle of a year?

If an IV starts to provide data to its clients in the middle of a year, its minimum subscription of units will be calculated pro rata. For example, the provision of data starts in May, then the minimum subscription is 40,000 units for that year.