

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 regular review).

PROGRAMME DETAILS

1. 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).

Eligibility

2. For all IVs with standalone Mobile Application Service(s), that provides access within Mainland only. Restricted to subscribers who are physically located in Mainland China (excluding Hong Kong, Macau and Taiwan regions).

Fee Structure

3. The Fees under the Programme are set out below:

Subscriber Fee for Level 2 Securities Market Data	<p>Volume Discounted Fee for Mobile Application Service:</p> <ul style="list-style-type: none">- HK\$5 per Subscriber Unit per month, with a minimum subscription of 60,000 units per annum- Not eligible for Third Party Service <p>Discounted Fee for Mobile Application Service:</p> <ul style="list-style-type: none">- HK\$13 per Subscriber Unit per month- IVs may provide Third Party Service under this Discounted Fee, subject to minimum monthly Subscriber Fee of HK\$6,000 for Securities Market Data applicable to each Third Party Client who is not an Exchange Participant of SEHK. Please see Guiding Note on Third Party Service for details. <p>For the avoidance of doubt, please refer to Mainland China Discount Programme for Discounted Monthly Fee applicable for both terminal and mobile device.</p>
Redistribution Fee	<p>Applicable, except Redistribution Fee for the relevant securities datafeed(s) will be waived for Southbound Brokers (existing vendors/ new vendor licence applicants) approved for the HK\$5 Subscriber Fee plan under the Programme.</p>

Data Content

4. **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:

5. IVs are required to implement technical methods to ensure that the display device for the Mobile Application Service is a mobile device.
6. 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, Macau and Taiwan regions).
7. 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.
8. 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](#).

Payment

9. 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

10. 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.
11. 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.
12. 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, similar to other real-time data services under the vendor licence, 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. As a Southbound Broker and a new vendor licence applicant, we would like to subscribe to the mobile application service HK\$5 Volume Discount plan AND other services such as Basic Market Prices (BMP) Service 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.

Q3. 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.