

ISE Core Values and Standards of Leadership

The International Securities Exchange has grown dramatically since its inception in May 2000. As a co-founder of ISE, I pride myself on the fact that we share and demonstrate certain Core Values that help and allow us to operate a competitive and thriving business. These values are rooted in our beliefs and are the foundation on which we have built this company.

As our staff grows, I hope that all employees understand and also share in these ideals, and that this is reflected in their work. I also expect that employees demonstrate certain Standards of Leadership that will contribute to the future success of ISE.

Core Values are fundamental to ISE's success. They are the foundation of our company, they define who we are, and they set us apart from the competition. They underlie our vision of the future, our business strategies, and our decisions, actions and behaviors. We live by them; they endure.

Whether or not we manage others, all of us—as leaders—share fundamental characteristics. Standards of Leadership define these characteristics and supporting behaviors and are evident in our daily actions, interactions, and decisions.

I have shared with you what our corporate Mission is, as well as our Vision for ISE. In the following you will find our Core Values and Standards of Leadership that will support our Vision for the future of ISE. I trust that you will strive to live and work by the principles on which ISE is built.



Gary Katz



INTERNATIONAL SECURITIES EXCHANGE®

Core Values

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Core values and associated value statements:

Customer service (external and internal)

- We feel a sense of urgency about our customers' interests. We own problems, and we are available and responsive.
- We consider the long-term and short-term needs of customers.
- We make and deliver on our commitments to customers.
- We take personal responsibility and work as a team to improve customer service.

Entrepreneurship

- We accept and reward the pursuit of innovative opportunities that will benefit ISE.
- We are agents of change. We encourage innovative thought and action.
- We capitalize on opportunities created by changes in the marketplace.
- We take tremendous pride in our company and our behavior is consistent with an ownership mindset.
- We effectively and efficiently use and protect company assets and demonstrate a prudent approach in our expenditure of company resources.

Valuing People

- We foster a climate that promotes and rewards individual, team and organizational excellence.
- We motivate and challenge ourselves and others to seek additional responsibilities and learn new skills.
- We attract, retain and motivate an expert staff who will drive our business success.
- We build strong and positive working relationships through a culture of inclusion.
- We collaborate in our activities and decisions.
- We recruit the best talent for all positions using a broad and inclusive recruiting/interviewing process.

Integrity

- We are committed to the highest standards of ethics and integrity.
- We manage work activities in a standard, formal, repeatable manner.
- We continuously strive to improve work processes, products, and services.
- We exhibit a sense of both pride and humility in our accomplishments.
- We stand up for our beliefs, act resolutely and stand behind our convictions.

Standards of Leadership

Each of us, as leaders, share fundamental characteristics. Standards of leadership define these characteristics and supporting behaviors and are evident in our daily actions, interactions and decisions.

Standards of leadership and associated value statements/characteristics:

Leadership

- Everyone in the company is charged to act like a leader.
- There are two dimensions to leadership, **Thought Leadership** and **Personal Leadership**
 - > *Thought Leadership* includes a demonstrated ability to create innovative and cutting-edge concepts, and responsibility for making decisions and recommendations.
 - > *Personal Leadership* revolves around an individual's influence on their peers, direct reports and management.

Respect & Fairness

- We practice active listening and the open exchange of ideas.
- We treat customers and colleagues consistently and respectfully.
- We are sensitive to other peoples' time, priorities and commitments.
- We establish trust through the integrity of our actions and by setting the example for others.
- We recognize and credit the contributions of others.
- We support the work/life balance needs of staff and self.

Professional Development and Team Building

- We foster a climate that develops high-potential talent and leadership.
- We identify and pursue opportunities for continuous professional development.
- We share our expertise and experience with others.
- We actively support, mentor and coach colleagues to foster a constructive learning environment.

