



MARKET NOTICE

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SUBJECT: NEW JSE BRAND

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Dear JSE Stakeholder

We are pleased to share with you our new JSE brand in line with our overall strategic direction for the Company. The brand is officially launching today, and will be implemented in a phased approach until December 2014.

The brand is focused around our vision to become a fully integrated exchange on the African continent, because we are inspired by a prosperous African future. This demands of us to work collaboratively with our stakeholders who are crucial to our joint success. The brand also encompasses our new values: authenticity, insight, diversity, resilience and energy.

Alongside the change to our visual identity, we are taking the opportunity to remove brand names like the Bond Exchange of South Africa (BESA) and the South African Futures Exchange (SAFEX) from our naming principles. The JSE acquired SAFEX in 2001 and BESA in 2009 and we believe that these services have now been fully integrated into the JSE's service offering. We appreciate the history in these markets and look forward to their continued growth.

As a result of the decision to refresh our brand, product and market names have changed. Please see Appendix A for market and product name changes. We have also used this opportunity to change the name of our derivatives clearing house (Safcom) to JSE Clear. However, Nautilus remains a standalone brand, so there is no change to its name.

We hope that you will find our new brand identity as exciting and invigorating as we do. **Click here** http://youtu.be/UWNVa_0mYGM for a preview of our new brand.

If you have any questions about our new branding principles and their implications for your communication surrounding our partnership, please contact the JSE Marketing department on 011 520 7000 or marketing@jse.co.za.