

options education partnerships investor services seminars online resources news

ABOUT OIC

www.OptionsEducation.org

Who We Are

OIC conducts hundreds of seminars, distributes educational brochures, maintains a website, and offers live help from options professionals. OIC hopes to further evolve the options industry with its solid educational foundation, viable product offering and marketplace of investors eager for knowledge.

As the popularity of options continues to grow, education is more important than ever. Equity options are a uniquely flexible tool that can allow investors to achieve a wide range of investment goals. However, without the proper information about this useful, but complex product, investors may be at risk. OIC resources provide balanced education and insight so that investors and their financial advisors can be informed of the rewards as well as the potential risks associated with options.

OIC members:

- BATS Options Exchange
- BOX Options Exchange
- Chicago Board Options Exchange
- C2 Options Exchange
- International Securities Exchange
- Miami International Securities Exchange, LLC
- NASDAQ OMX PHLX, LLC
- NASDAQ Options Market
- NYSE Amex Options
- NYSE Arca Options
- OCC

OIC at a Glance

1992

The Options Industry Council was formed.

1993

Live seminars were added to the OIC educational program, expanding to more than 50 cities across North America. Options volume increased nearly 20 percent over the previous year.

1994

OIC received media coverage in publications and television programs such as The Wall Street Journal, Newsweek, Business Week, Nightly Business Report and USA Today.

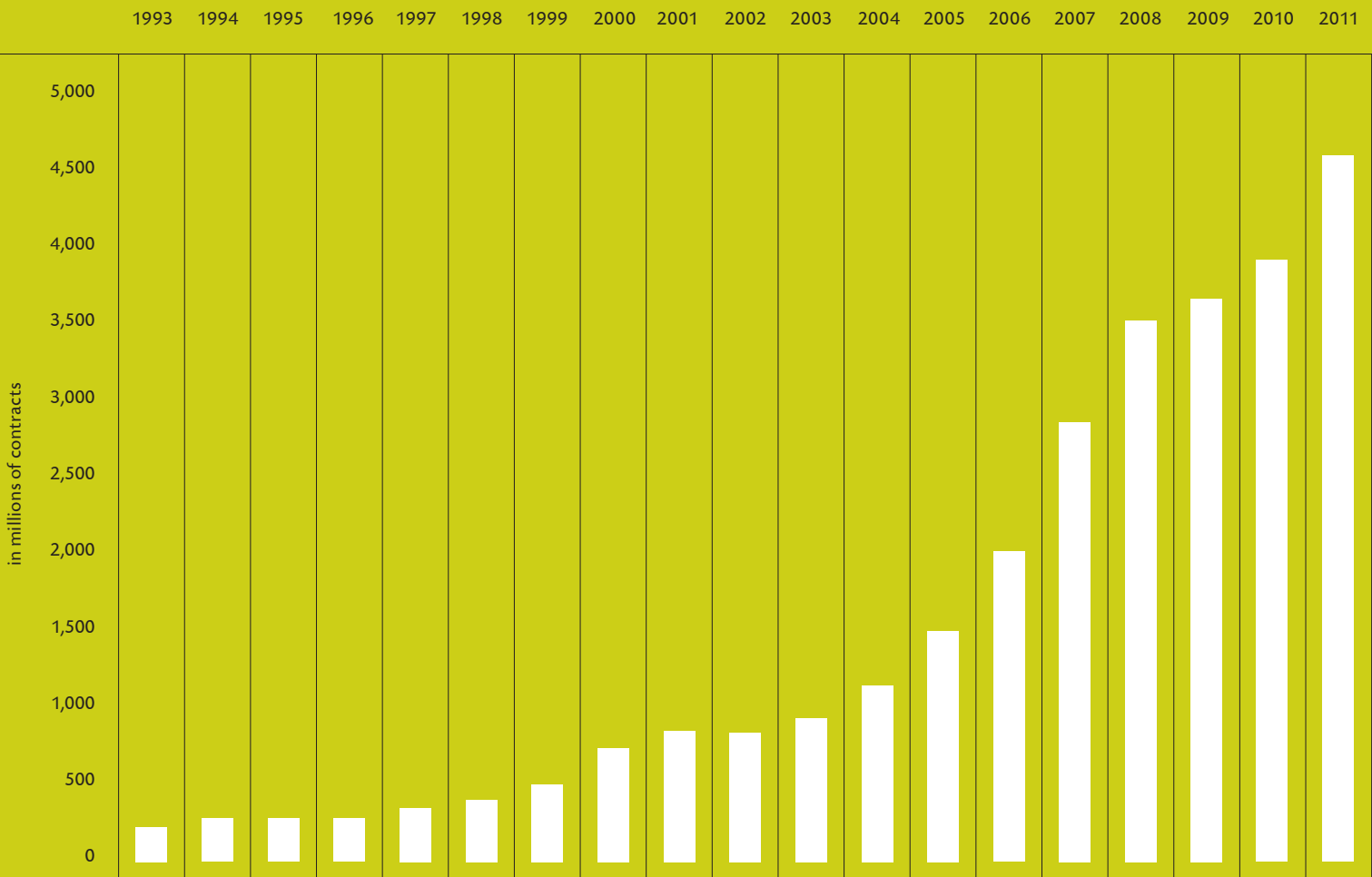


1996

OIC launched a website, www.optionscentral.com, the first to be developed by a consortium of exchanges. This site was later renamed www.888options.com to coincide with the Investor Services Live Help.

Annual Options Volume

As the numbers illustrate, each year marks a new annual record in options trading. Helping support this record-breaking volume is OIC, who promotes the responsible use of options through education.



1997

OIC began educational efforts in Europe to develop relations with international investors and increase overseas knowledge of options trading in the U.S. markets.



2002

OIC introduced The Options Investigator, an interactive educational CD.

During its first 10 years, OIC educated more than 500,000 investors and brokers.

Equity open interest reached the 100 million contract mark.

2004

OIC, in collaboration with Lightbulb Press, published an options book, An Investor's Guide to Trading Options.



2007

OIC announces a new Buy-Write strategy study and website for institutional investors.

Options trading increased from 232 million in 1993 to more than 2.8 billion contracts in 2007.

What We Do

The Options Industry Council serves as the industry's primary resource for options education. OIC offerings include live seminars, a comprehensive website with trading tools and online classes, newsletters, brochures and an Investor Services resource staffed by options professionals. Each year, OIC reaches tens of thousands of individual investors and industry professionals around the world, providing information on the versatility and performance potential of options.

OIC offers a wide range of services for financial advisors that include customized seminars, market research and academic studies, as well as access to investor seminar materials and other resources and tools to help advisors educate themselves—and their clients about options.

OIC continues to reach out to groups that include institutional investors, academic institutions, universities, and government and regulatory agencies to provide options education and promote the responsible use of options.

2008

OIC rebrands its website to www.OptionsEducation.org. A new advertising campaign results in record attendance at live seminars.



2009

OIC launches a program and website for financial advisors, OIC Advisor, at www.OptionsEducation.org/advisor. OIC employs social media as another way to communicate with investors.

2011

OIC delegates returned to China to further relationships established in the previous year's visit with government officials, exchanges and financial institutions.

2012

A redesigned OIC website launches, merging options education for individual investors, institutional investors and financial advisors.



EDUCATIONAL OFFERINGS

Website

www.OptionsEducation.org

OIC's website provides balanced options education for investors of all skill levels, featuring information and tools that include online classes, tutorials, position simulator, videos, podcasts, a virtual trading system, and a strategy section with dynamic filters.

OIC offers a wide variety of online courses to further your knowledge in options. You can take a self-assessment quiz and utilize MyPath to create a structured learning experience, or you can explore the course catalog on your own.

Content Sharing Partnerships

Use OIC's educational content on your firm's website. Other customization partnership opportunities are available with OIC printed educational materials.

Online Videos and Podcasts

On-demand videos and podcasts are hosted on OIC's website. Learn about various options topics and strategies on the go and at your own pace.

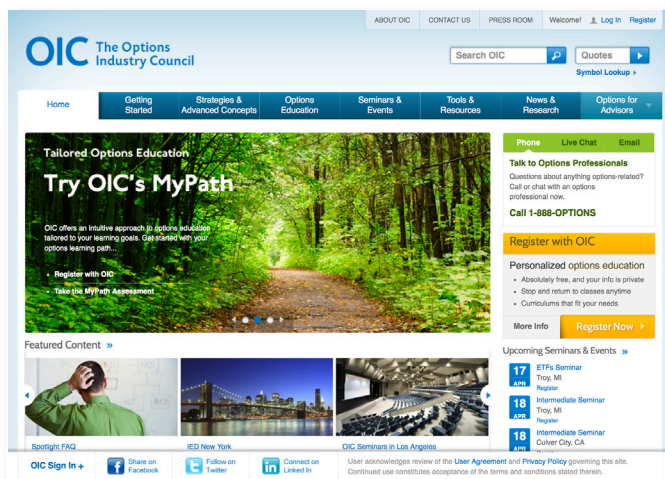


FREE Investor Services Live Help

Staffed by options professionals, Investor Services is for individual investors and financial advisors who are interested in receiving one-on-one information about options. Individuals may contact Investor Services by phone at 1-888-OPTIONS, by email at options@theocc.com or through the live chat feature on www.OptionsEducation.org.

Institutional Outreach

Tools and resources that are available to institutional investors on the OIC website include historical graphs, volatility data, real-time market quotes, white papers and research. Through OIC's collaborative partnerships with academic institutions and research groups, institutions have access to pertinent information including the TABB Group study on trends in European order flow, as well as academic research on the Buy-Write and collar strategy from the University of Massachusetts.





Investor Seminars

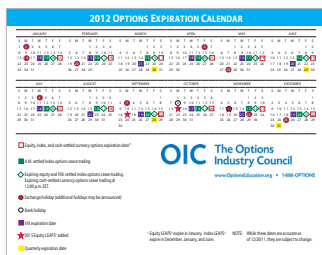
OIC presents live seminars across the U.S. Experienced exchange instructors and OIC professionals cover a variety of topics from basic to advanced options strategies. These classroom-style seminars

accommodate different schedules, ranging from three-hour to full-day programs. A current schedule of OIC seminars can be found on www.OptionsEducation.org.



Educational Brochures and Materials

Materials include An Investor's Guide to Trading Options (available in a downloadable version), educational brochures and pamphlets on a variety of options trading topics, including OIC's Taxes & Investing brochure and options expiration calendars.



Investor and Industry Research

OIC offers research on trends in options investing. Gain insight into investor profiles and learn why an options investor could be your ideal client. OIC's commissioned research has shown that typical options investors are more affluent, knowledgeable and more active traders than investors who do not trade options.

Public Relations

OIC's Public Relations group assists in educating members of the media about options trading. OIC also provides options data to the press and to the industry, and keeps the public informed about new OIC resources and educational events. OIC is active in a variety of social media, including Facebook, LinkedIn, Twitter and StockTwits. Using many different social platforms enables OIC to communicate and connect with investors and financial advisors.

Financial Advisor Program

Options for Advisors, a section on OIC's website, provides trading tools, industry best practices, market news and quotes, an options refresher course, a quarterly newsletter, and advanced options concepts and strategies. Advisors also have access to seminar materials, customized seminars for broker education, investor research, and other educational resources that they can use to help build their practice.

OIC commissioned Bellomy Research to conduct a Financial Advisor Benchmark Study, which found that options usage among advisors is on the rise and advisors who use options tend to have more assets under management than non-users. Nearly half of financial advisors used options in the 2010 to 2011 year for their clients and more than a third of advisors who use options increased their use of options over the past few years.



Contact OIC

The Options Industry Council
www.OptionsEducation.org

Contact OIC Participants

BATS Options Exchange
www.batsoptions.com

International Securities Exchange
www.ise.com

NYSE Amex Options
www.nyse.com

BOX Options Exchange
www.bostonoptions.com

Miami International Securities Exchange, LLC
www.miaxoptions.com

NYSE Arca Options
www.nyse.com

Chicago Board Options Exchange
www.cboe.com

NASDAQ OMX PHLX
www.nasdaqtrader.com

OCC
www.theocc.com

C2 Options Exchange
www.c2exchange.com

NASDAQ Options Market
www.nasdaqtrader.com

Options involve risks and are not suitable for everyone. Prior to buying or selling options, an investor must receive a copy of *Characteristics and Risks of Standardized Options*. Individuals should not enter into options transactions until they have read and understood the risk disclosure document, *Characteristics and Risks of Standardized Options*, available by calling 1-888-OPTIONS or by visiting OptionsEducation.org. Copies may be obtained by contacting your broker, The Options Industry Council at One North Wacker Drive, Chicago, IL 60606, or by visiting www.OptionsEducation.org.

Any strategies discussed are strictly for illustrative and educational purposes only and are not to be construed as an endorsement, recommendation, or solicitation to buy or sell securities. Past performance is not a guarantee of future results.

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