



**DATE: OCTOBER 1, 2018**

**SUBJECT: STEVEN MADDEN, LTD. – 3 FOR 2 STOCK SPLIT**  
**OPTION SYMBOL: SHOO**  
**NEW OPTION SYMBOL: SHOO1**  
**EX-DATE: 10/12/18**

Steven Madden, Ltd. (SHOO) has announced a 3 for 2 stock split. The Ex-distribution Date is October 12, 2018. The Payable Date is October 11, 2018. The Record Date is October 1, 2018.

Pursuant to Article VI, Section 11A, of OCC's By-Laws, all Steven Madden, Ltd. options will be adjusted as follows:

**CONTRACT ADJUSTMENT**

Effective Date: October 12, 2018

Option Symbol: SHOO changes to SHOO1

New Multiplier: 150 (e.g., for premium or strike dollar extensions 1.00 will equal \$150)

Contract Multiplier: 1

Strike Divisor: 1.5

New Deliverable Per Contract: 150 Steven Madden, Ltd. (SHOO) Common Shares

CUSIP: 556269108

<u>Old Strike</u>	<u>New Strike</u>
25.00	16.67
30.00	20.00
35.00	23.33
40.00	26.67
45.00	30.00
50.00	33.33
55.00	36.67
60.00	40.00
65.00	43.33

70.00	46.67
75.00	50.00
80.00	53.33
85.00	56.67

These strikes reflect strikes that are active as of the publication date of this information memo and will be adjusted on the ex-date. Any strikes added after the publication of this memo and prior to the ex-date will be adjusted using the strike divisor stated above.

## **DISCLAIMER**

This Information Memo provides an unofficial summary of the terms of corporate events affecting listed options or futures prepared for the convenience of market participants. OCC accepts no responsibility for the accuracy or completeness of the summary, particularly for information which may be relevant to investment decisions. Option or futures investors should independently ascertain and evaluate all information concerning this corporate event(s).

The determination to adjust options and the nature of any adjustment is made by a panel of The OCC Securities Committee pursuant to OCC By-Laws, Article VI, Sections 11 and 11A. The adjustment panel is comprised of representatives from OCC and each exchange which trades the affected option. The determination to adjust futures and the nature of any adjustment is made by OCC pursuant to OCC By-Laws, Article XII, Sections 3, 4, or 4A, as applicable. For both options and futures, each adjustment decision is made on a case by case basis. Adjustment decisions are based on information available at the time and are subject to change as additional information becomes available or if there are material changes to the terms of the corporate event(s) occasioning the adjustment.

ALL CLEARING MEMBERS ARE REQUESTED TO IMMEDIATELY ADVISE ALL BRANCH OFFICES AND CORRESPONDENTS ON THE ABOVE.

For questions regarding this memo, call Investor Services at 1-888-678-4667 or email [investorservices@theocc.com](mailto:investorservices@theocc.com). Clearing Members may contact Member Services at 1-800-544-6091 or, within Canada, at 1-800-424-7320, or email [memberservices@theocc.com](mailto:memberservices@theocc.com).