



#40324

DATE: DECEMBER 19, 2016

SUBJECT: TUBEMOGUL, INC. - CASH SETTLEMENT/ACCELERATION OF EXPIRATIONS
OPTION SYMBOL: TUBE
DATE: 12/20/16

On December 16, 2016, Tiger Acquisition Corporation, a wholly owned subsidiary of Adobe Systems Incorporated, completed its tender offer for TubeMogul, Inc. (TUBE) Common Shares. The subsequent merger was completed on December 19, 2016. As a result, each existing TUBE Common Share will be converted into the right to receive \$14.00 net cash per share.

CONTRACT ADJUSTMENT

DATE: December 20, 2016

NEW DELIVERABLE PER CONTRACT: \$1,400.00 Cash (\$14.00 x 100)

Settlement in TUBE options will take place through OCC's cash settlement system. Settlement will be accomplished by payment of the difference between the extended strike amount and the cash deliverable.

ACCELERATION OF EXPIRATIONS

Pursuant to OCC Rule 807, equity stock option contracts whose deliverables are adjusted to call for cash-only delivery will be subject to an acceleration of the expiration dates for outstanding option series. (See OCC Information Memo 23707) Additionally, the exercise by exception (ex by ex) threshold for expiring series will be \$.01 in all account types.

All series of TubeMogul, Inc. options whose expiration dates are after 1-20-2017 will have their expiration dates advanced to 1-20-2017. Expiration dates occurring before 1-20-2017 (e.g., Flex options) will remain unchanged.

All TubeMogul, Inc. options will utilize a \$.01 exercise threshold.

Option Symbol: TUBE
Existing Expiration: All months
New expiration date: 1-20-2017

Existing American-style TubeMogul, Inc. options remain exercisable at the option of the holder prior to their expiration. Exercised options will continue to settle in three business days.

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. Clearing Members may contact Member Services at 1-800-544-6091 or, within Canada, at 1-800-424-7320, or email memberservices@theocc.com.