

Additions: Underlined

Deletions: [Bracketed]

Rules of NYSE Arca Equities, Inc.

Rule 7 Equities Trading

Section 3. NYSE Arca Marketplace

Rule 7.44. Retail Liquidity Program

(b) RMO Qualifications and Application.

- (1) To qualify as an RMO, an ETP Holder must conduct a retail business or [handle] route retail orders on behalf of another broker-dealer. For purposes of this Rule, conducting a retail business includes carrying retail customer accounts on a fully disclosed basis

- (6) An RMO must have written policies and procedures reasonably designed to assure that it will only designate orders as Retail Orders if all requirements of a Retail Order are met. Such written policies and procedures must require the ETP Holder to (i) exercise due diligence before entering a Retail Order to assure that entry as a Retail Order is in compliance with the requirements of this Rule, and (ii) monitor whether orders entered as Retail Orders meet the applicable requirements. If an RMO [represents] does not itself conduct a retail business but routes Retail Orders [from] on behalf of another broker-dealer [customer], the RMO's supervisory procedures must be reasonably designed to assure that the orders it receives from such other broker-dealer [customer] that [it] are designated[s] as Retail Orders meet the definition of a Retail Order. The RMO must (i) obtain an annual written representation, in a form acceptable to the Exchange, from each other broker-dealer [customer] that sends [it] the RMO orders to be designated as Retail Orders that entry of such orders as Retail Orders will be in compliance with the requirements of

this Rule; and (ii) monitor whether [its broker-dealer customer's] Retail Order flow routed on behalf of such other broker-dealer meets the applicable requirements.

Rule 7.44P. Retail Liquidity Program

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