



**THE FOUNDATION  
FOR SECURE  
MARKETS**

**#47341**

**DATE: JULY 24, 2020**

**SUBJECT: SEQUENTIAL BRANDS GROUP, INC. – REVERSE SPLIT**  
**OPTION SYMBOL: SQBG**  
**NEW SYMBOL: SQBG1**  
**DATE: 7/27/20**

Sequential Brands Group, Inc. (SQBG) has announced a 1-for-40 reverse stock split. As a result of the reverse stock split, each SQBG Common Share will be converted into the right to receive 0.025 (New) Sequential Brands Group, Inc. Common Shares. The reverse stock split will become effective before the market open on July 27, 2020. Cash will be paid in lieu of fractional shares.

**CONTRACT ADJUSTMENT**

Effective Date: July 27, 2020

Option Symbol: SQBG changes to SQBG1

Contract Multiplier: 1

Strike Divisor: 1

New Multiplier: 100 (e.g., for premium or strike dollar extensions 1.00 will equal \$100)

New Deliverable Per Contract: 1) 2 (New) Sequential Brands Group, Inc. (SQBG) Common Shares  
2) Cash in lieu of 0.5 fractional SQBG Shares

CUSIP: SQBG (New): 81734P206

**PRICING**

Until the cash in lieu amount is determined, the underlying price for SQBG1 will be determined as follows:

$$\text{SQBG1} = 0.025 (\text{SQBG})$$

**DELAYED SETTLEMENT**

The SQBG component of the SQBG1 deliverable will settle through National Securities Clearing Corporation (NSCC). OCC will delay settlement of the cash portion of the SQBG1 deliverable until the cash in lieu of fractional SQBG Shares is determined. Upon determination of the cash in lieu amount, OCC will require Put exercisers and Call assignees to deliver the appropriate cash amount.

## **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 OCC pursuant to OCC By-Laws, Article VI, Sections 11 and 11A. 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@theooc.com](mailto:investorservices@theooc.com). Clearing Members may contact Member Services at 1-800-544-6091 or, within Canada, at 1-800-424-7320, or email [memberservices@theooc.com](mailto:memberservices@theooc.com).