

Stock Split

October 11, 2018

Exchange/Memo ID:204383

ONN / OCC ID: 43767



STEVEN MADDEN, LTD. - 3 FOR 2 STOCK SPLIT

Ex - Distribution Date: 10/12/2018

DESCRIPTION:

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 Adjustments:

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below options will be adjusted as follows.

Adjustment Date: October 12, 2018

Option Symbol: SHOO becomes SHOO1

Underlying Security: SHOO remains SHOO

CUSIP: 556269108

Contract Multiplier: 1

Strike Divisor: 1.5

New Multiplier: 150

Old Deliverable:

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

Pricing Considerations:

Additional Exchange Info: All resting orders in the above options in the BOX Order book will be cancelled by the BOX Market Operations Center after the close today, October 11th, 2018.

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
SHOO	C/P	30.00	10/19/2018	SHOO1	C/P	20.00	10/19/2018
SHOO	C/P	35.00	10/19/2018	SHOO1	C/P	23.33	10/19/2018
SHOO	C/P	40.00	10/19/2018	SHOO1	C/P	26.67	10/19/2018
SHOO	C/P	45.00	10/19/2018	SHOO1	C/P	30.00	10/19/2018
SHOO	C/P	50.00	10/19/2018	SHOO1	C/P	33.33	10/19/2018
SHOO	C/P	55.00	10/19/2018	SHOO1	C/P	36.67	10/19/2018
SHOO	C/P	60.00	10/19/2018	SHOO1	C/P	40.00	10/19/2018
SHOO	C/P	65.00	10/19/2018	SHOO1	C/P	43.33	10/19/2018
SHOO	C/P	70.00	10/19/2018	SHOO1	C/P	46.67	10/19/2018
SHOO	C/P	75.00	10/19/2018	SHOO1	C/P	50.00	10/19/2018
SHOO	C/P	80.00	10/19/2018	SHOO1	C/P	53.33	10/19/2018
SHOO	C/P	85.00	10/19/2018	SHOO1	C/P	56.67	10/19/2018

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
SHOO	C/P	30.00	11/16/2018	SHOO1	C/P	20.00	11/16/2018
SHOO	C/P	35.00	11/16/2018	SHOO1	C/P	23.33	11/16/2018
SHOO	C/P	40.00	11/16/2018	SHOO1	C/P	26.67	11/16/2018
SHOO	C/P	45.00	11/16/2018	SHOO1	C/P	30.00	11/16/2018
SHOO	C/P	50.00	11/16/2018	SHOO1	C/P	33.33	11/16/2018
SHOO	C/P	55.00	11/16/2018	SHOO1	C/P	36.67	11/16/2018
SHOO	C/P	60.00	11/16/2018	SHOO1	C/P	40.00	11/16/2018
SHOO	C/P	65.00	11/16/2018	SHOO1	C/P	43.33	11/16/2018
SHOO	C/P	70.00	11/16/2018	SHOO1	C/P	46.67	11/16/2018
SHOO	C/P	75.00	11/16/2018	SHOO1	C/P	50.00	11/16/2018
SHOO	C/P	80.00	11/16/2018	SHOO1	C/P	53.33	11/16/2018
SHOO	C/P	85.00	11/16/2018	SHOO1	C/P	56.67	11/16/2018
SHOO	C/P	25.00	12/21/2018	SHOO1	C/P	16.67	12/21/2018
SHOO	C/P	30.00	12/21/2018	SHOO1	C/P	20.00	12/21/2018
SHOO	C/P	35.00	12/21/2018	SHOO1	C/P	23.33	12/21/2018
SHOO	C/P	40.00	12/21/2018	SHOO1	C/P	26.67	12/21/2018
SHOO	C/P	45.00	12/21/2018	SHOO1	C/P	30.00	12/21/2018
SHOO	C/P	50.00	12/21/2018	SHOO1	C/P	33.33	12/21/2018
SHOO	C/P	55.00	12/21/2018	SHOO1	C/P	36.67	12/21/2018
SHOO	C/P	60.00	12/21/2018	SHOO1	C/P	40.00	12/21/2018
SHOO	C/P	65.00	12/21/2018	SHOO1	C/P	43.33	12/21/2018
SHOO	C/P	70.00	12/21/2018	SHOO1	C/P	46.67	12/21/2018
SHOO	C/P	30.00	03/15/2019	SHOO1	C/P	20.00	03/15/2019
SHOO	C/P	35.00	03/15/2019	SHOO1	C/P	23.33	03/15/2019
SHOO	C/P	40.00	03/15/2019	SHOO1	C/P	26.67	03/15/2019
SHOO	C/P	45.00	03/15/2019	SHOO1	C/P	30.00	03/15/2019
SHOO	C/P	50.00	03/15/2019	SHOO1	C/P	33.33	03/15/2019
SHOO	C/P	55.00	03/15/2019	SHOO1	C/P	36.67	03/15/2019
SHOO	C/P	60.00	03/15/2019	SHOO1	C/P	40.00	03/15/2019
SHOO	C/P	65.00	03/15/2019	SHOO1	C/P	43.33	03/15/2019
SHOO	C/P	70.00	03/15/2019	SHOO1	C/P	46.67	03/15/2019
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SHOO	C/P	75.00	12/20/2019	SHOO1	C/P	50.00	12/20/2019
SHOO	C/P	80.00	12/20/2019	SHOO1	C/P	53.33	12/20/2019
SHOO	C/P	85.00	12/20/2019	SHOO1	C/P	56.67	12/20/2019

Disclaimer: This Information Memo summarizes corporate events affecting listed options. No warranty of accuracy or completeness is given with respect to the summary. Option series information is based on series existing at OCC at the time this Memo was generated.

Contact Information: Questions regarding this memo can be addressed to the BOX Market Operations Center at 617-235-2291 or toll free at 1-866-768-8845 or emailed to boxmoc@boxoptions.com.