

WILLIAM O'NEIL & COMPANY, INCORPORATED - Held NMS Stocks and Options Order Routing Public Report

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3rd Quarter, 2026

July 2026

S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
-	-	-	-	-

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
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July 2026

Non-S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
-	-	-	-	-

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
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July 2026

Options

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
100.00	0.00	6.97	44.67	48.36

Venues

Venue - Non-directed Order Flow	Non- Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non- Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/ Received for Market Orders(cents per hundred shares)	Net Payment Paid/ Received for Marketable Limit Orders(USD)	Net Payment Paid/ Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/ Received for Non- Marketable Limit Orders(USD)	Net Payment Paid/ Received for Non- Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/ Received for Other Orders(cents per hundred shares)
NYSE ARCA OPTIONS	32.38	0.00	0.00	58.72	12.71	0.00	0.0000	0.00	0.0000	15.85	38.6585	44.15	18.3195
Miami International Securities Exchange, LLC	12.70	0.00	100.00	5.50	6.78	0.00	0.0000	-5.10	-10.0000	-4.02	-9.1477	0.00	0.0000
Cboe C2 Exchange, Inc.	8.61	0.00	0.00	0.00	17.80	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
Cboe Exchange, Inc.	8.61	0.00	0.00	11.01	7.63	0.00	0.0000	0.00	0.0000	-0.90	-9.0000	-13.22	-10.2500
Nasdaq PHLX LLC	7.38	0.00	0.00	5.50	10.17	0.00	0.0000	0.00	0.0000	-3.82	-7.5000	-1.00	-10.0000
Nasdaq ISE, LLC	5.74	0.00	0.00	0.00	11.86	0.00	0.0000	0.00	0.0000	0.00	0.0000	-0.80	-10.0000
Cboe BZX Exchange, Inc.	5.33	0.00	0.00	11.01	0.85	0.00	0.0000	0.00	0.0000	2.28	16.2500	18.75	15.0000
NYSE American LLC	5.33	0.00	0.00	0.00	11.02	0.00	0.0000	0.00	0.0000	0.00	0.0000	-1.40	-10.0000
BOX Exchange LLC	4.10	0.00	0.00	0.92	7.63	0.00	0.0000	0.00	0.0000	-50.00	-10.0000	1.60	80.0000
Cboe EDGX Exchange, Inc.	3.69	0.00	0.00	0.00	7.63	0.00	0.0000	0.00	0.0000	0.00	0.0000	3.90	65.0000

August 2026

S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non- Directed Orders	Non-Marketable Limit Orders as % of Non- Directed Orders	Other Orders as % of Non-Directed Orders
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Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)

August 2026

Non-S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non-Directed Orders	Non-Marketable Limit Orders as % of Non-Directed Orders	Other Orders as % of Non-Directed Orders
-	-	-	-	-

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)

August 2026

Options

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non-Directed Orders	Non-Marketable Limit Orders as % of Non-Directed Orders	Other Orders as % of Non-Directed Orders
100.00	0.00	5.83	5.83	88.35

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
Miami International Securities Exchange, LLC	12.62	0.00	66.67	0.00	9.89	0.00	0.0000	-16.42	-8.6905	0.00	0.0000	-7.60	-9.5000
Nasdaq PHLX LLC	12.62	0.00	0.00	0.00	14.29	0.00	0.0000	0.00	0.0000	0.00	0.0000	-2.20	-10.0000

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Cboe Exchange, Inc.	11.65	0.00	0.00	33.33	10.99	0.00	0.0000	0.00	0.0000	-1.84	-10.2500	-0.41	-10.2500
Nasdaq MRX, LLC	10.68	0.00	0.00	0.00	12.09	0.00	0.0000	0.00	0.0000	0.00	0.0000	-4.17	-5.0854
NYSE ARCA OPTIONS	10.68	0.00	0.00	33.33	9.89	0.00	0.0000	0.00	0.0000	5.40	15.0000	1.16	29.0000
Cboe EDGX Exchange, Inc.	8.74	0.00	0.00	0.00	9.89	0.00	0.0000	0.00	0.0000	0.00	0.0000	2.32	29.0000
Nasdaq ISE, LLC	8.74	0.00	0.00	0.00	9.89	0.00	0.0000	0.00	0.0000	0.00	0.0000	-0.40	-10.0000
BOX Exchange LLC	6.80	0.00	33.33	0.00	5.49	0.00	0.0000	-7.58	-7.5000	0.00	0.0000	0.30	15.0000
NYSE American LLC	4.85	0.00	0.00	0.00	5.49	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000
MIAX Emerald, LLC	4.85	0.00	0.00	0.00	5.49	0.00	0.0000	0.00	0.0000	0.00	0.0000	0.00	0.0000

September 2026

S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non-Directed Orders	Non-Marketable Limit Orders as % of Non-Directed Orders	Other Orders as % of Non-Directed Orders
-	-	-	-	-

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
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September 2026

Non-S&P 500 Stocks

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non-Directed Orders	Non-Marketable Limit Orders as % of Non-Directed Orders	Other Orders as % of Non-Directed Orders
-	-	-	-	-

Venues

Venue - Non-directed Order Flow	Non-Directed Orders (%)	Market Orders (%)	Marketable Limit Orders (%)	Non-Marketable Limit Orders (%)	Other Orders (%)	Net Payment Paid/Received for Market Orders(USD)	Net Payment Paid/Received for Market Orders(cents per hundred shares)	Net Payment Paid/Received for Marketable Limit Orders(USD)	Net Payment Paid/Received for Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Non-Marketable Limit Orders(USD)	Net Payment Paid/Received for Non-Marketable Limit Orders(cents per hundred shares)	Net Payment Paid/Received for Other Orders(USD)	Net Payment Paid/Received for Other Orders(cents per hundred shares)
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September 2026

Options

Summary

Non-Directed Orders as % of All Orders	Market Orders as % of Non-Directed Orders	Marketable Limit Orders as % of Non-Directed Orders	Non-Marketable Limit Orders as % of Non-Directed Orders	Other Orders as % of Non-Directed Orders
100.00	0.00	0.00	0.00	100.00

Venues

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Cboe C2 Exchange, Inc.	17.17	0.00	0.00	0.00	17.17	0.00	0.0000	0.00	0.0000	0.00	0.0000	8.00	25.0000
Nasdaq PHLX LLC	13.47	0.00	0.00	0.00	13.47	0.00	0.0000	0.00	0.0000	0.00	0.0000	-11.20	-10.0000
Nasdaq MRX, LLC	12.79	0.00	0.00	0.00	12.79	0.00	0.0000	0.00	0.0000	0.00	0.0000	-0.60	-10.0000
Cboe EDGX Exchange, Inc.	12.46	0.00	0.00	0.00	12.46	0.00	0.0000	0.00	0.0000	0.00	0.0000	55.68	29.0000
Nasdaq ISE, LLC	10.44	0.00	0.00	0.00	10.44	0.00	0.0000	0.00	0.0000	0.00	0.0000	-6.40	-10.0000
Cboe Exchange, Inc.	6.73	0.00	0.00	0.00	6.73	0.00	0.0000	0.00	0.0000	0.00	0.0000	-15.89	-10.2500
MIAX Emerald, LLC	5.39	0.00	0.00	0.00	5.39	0.00	0.0000	0.00	0.0000	0.00	0.0000	-1.80	-30.0000
Miami International Securities Exchange, LLC	5.05	0.00	0.00	0.00	5.05	0.00	0.0000	0.00	0.0000	0.00	0.0000	2.40	10.0000
NYSE ARCA OPTIONS	4.71	0.00	0.00	0.00	4.71	0.00	0.0000	0.00	0.0000	0.00	0.0000	36.75	15.0000
NYSE American LLC	4.71	0.00	0.00	0.00	4.71	0.00	0.0000	0.00	0.0000	0.00	0.0000	-1.60	-10.0000