

URBANA CORPORATION

UNAUDITED Summary of Investment Portfolio as at October 21, 2011

Number of Shares, Units or Seats	Description	Cost	Market Value	% of Portfolio Market Value	% of Total Net Asset Value
1,660,000	CBOE Holdings, Inc.	\$ 54,978,467	\$ 42,800,626	30.65%	32.20%
1,812,648	NYSE Euronext ¹	115,100,204	48,948,045	35.05%	36.83%
30,000	Horizons Betapro S&P/TSX Capped Financials Bull+	286,800	307,800	0.22%	0.23%
40,000	Horizons Betapro NASDAQ 100 Bear+	250,600	254,000	0.18%	0.19%
10,000	Horizons Betapro S&P/TSX Global Gold Bull+	125,183	127,500	0.09%	0.10%
50,000	Manulife Financial Corp Common	872,150	638,000	0.46%	0.48%
160,000	TMX Group Inc.	6,269,638	6,672,000	4.78%	5.02%
24,683	Bermuda Stock Exchange	533,099	299,914	0.21%	0.23%
3,141,562	Bombay Stock Exchange	32,336,835	19,042,584	13.64%	14.33%
169,341	Budapest Stock Exchange	4,761,242	3,559,601	2.55%	2.68%
1,250,000	CNSX Markets Inc.	1,250,000	1,250,000	0.90%	0.94%
312,500	CNSX Markets Inc. Class A	0	0	0.00%	0.00%
11	Kansas City Board of Trade	5,948,450	5,435,017	3.89%	4.09%
27	Minneapolis Grain Exchange	6,585,622	2,885,898	2.07%	2.17%
2,325,000	2232057 Ontario Inc. ²	2,324,620	2,132,450	1.53%	1.60%
2,500,000	2232057 Ontario Inc. unsecured subordinated loan	2,500,000	2,500,000	1.79%	1.88%
2,053,600	Arzak Global Securities loan	2,053,600	2,016,700	1.44%	1.52%
	Cash and Cash Equivalents	783,907	777,612	0.56%	0.59%
	Total	\$ 236,960,416	\$ 139,647,746	100.00%	105.06%
	Private Exchanges/Investments			28.01%	29.43%

Total Net Asset Value (NAV) as at October 21, 2011	Shares outstanding:	10,000,000 Common shares
		65,956,500 Non-Voting Class A shares
		75,956,500

ASSETS	
Market Value of Investment Portfolio	\$ 139,647,746
Other Assets	1,368,417
TOTAL ASSETS	\$ 141,016,162
LIABILITIES	
BMO Demand Loan	14,700,000
Accounts Payable and Accrued Liabilities	482,871
TOTAL LIABILITIES (excluding income tax)	15,182,871
Future Tax Liability (Asset) ³	(7,083,334)
TOTAL NET ASSET VALUE (after tax) as at October 21, 2011	\$ 132,916,625 NAV per share \$ 1.7499

¹Urbana's future tax liability is calculated based on the tax cost of Urbana's investments, not book cost. With the exception of the NYSE Euronext shares, the tax cost of all Urbana's investments is the same as the book cost. In the case of the NYSE Euronext shares, the tax cost of these shares is lower than their book cost as shown above due to a section 85 roll-over used by Urbana to purchase additional NYSE Euronext shares in November 2007. For further details on the tax cost of the NYSE Euronext shares, please refer to Urbana's 2007 and 2008 audited financial statements.

²Investment in StoneCap Securities Inc.

³Future tax liabilities/assets fluctuate depending on the realized and unrealized gains/losses of the investment portfolio on the valuation day. Where the balance is a future tax asset, it represents a tax benefit. Urbana's policy with respect to recording a tax benefit is to review and determine the amount of such tax benefit to be recorded on a regular basis based on a number of factors, including historical income, taxes paid, market conditions and likelihood of the recovery of the tax balance. Urbana's policy is to ensure that the tax asset recognized is consistent with the amount that can be recognized in accordance with Canadian Generally Accepted Accounting Principles.