## URBANA CORPORATION

## UNAUDITED Summary of Investment Portfolio as at January 30, 2015

| Number of<br>Shares, Units<br>or Seats | Description                                  |    | Cost        | N  | Narket Value            | % of Portfolio<br>Market Value | % of Total Net<br>Asset Value |
|--|--|----|-------------|----|-------------------------|--------------------------------|-------------------------------|
| 500.000                                | CBOE Holdings, Inc.                          | \$ | 16.531.836  | ¢  | 40.872.368              | 20.21%                         | 21.28%                        |
|  | Intercontinental Exchange                    | φ  | 9.346.153   | φ  | 11.738.491              | 5.81%                          | 6.11%                         |
|  | AGF Management Ltd.                          |    | 10.200.638  |    | 5.760.000               | 2.85%                          | 3.00%                         |
|  | Bank of America Corp                         |    | 14.386.684  |    | 23.051.331              | 11.40%                         | 12.00%                        |
|  | Barrick Gold Corp                            |    | 15,798,094  |    | 14.622.264              | 7.23%                          | 7.61%                         |
|  | Canadian Natural Resources                   |    | 1.389.879   |    | 1,473,600               | 0.73%                          | 0.77%                         |
|  |  |    |             |    |                         |                                |                               |
|  | Citigroup Inc.                               |    | 13,069,871  |    | 17,859,076<br>1,902,914 | 8.83%<br>0.94%                 | 9.30%<br>0.99%                |
|  | Franco Nevada Corp                           |    | 1,691,376   |    | 1 1-                    |                                |                               |
|  | Morgan Stanley                               |    | 14,411,923  |    | 25,721,634              | 12.72%                         | 13.39%                        |
|  | Suncor Energy                                |    | 1,396,926   |    | 1,516,000               | 0.75%                          | 0.79%                         |
|  | Bombay Stock Exchange                        |    | 32,336,835  |    | 21,727,111              | 10.75%                         | 11.31%                        |
|  | Budapest Stock Exchange                      |    | 4,761,242   |    | 2,180,666               | 1.08%                          | 1.14%                         |
|  | Caldwell Financial Ltd.                      |    | 1,707,750   |    | 2,352,900               | 1.16%                          | 1.16%                         |
|  | Caldwell Growth Opportunities Trust          |    | 3,400,000   |    | 4,191,251               | 2.07%                          | 2.07%                         |
|  | Canadian Securities Exchange (formerly CNSX) |    | 5,282,463   |    | 6,481,230               | 3.21%                          | 3.37%                         |
|  | Highview Investments Limited Partnership     |    | 3,000,000   |    | 3,000,000               | 1.48%                          | 1.56%                         |
| 32                                     | Minneapolis Grain Exchange                   |    | 7,279,359   |    | 7,668,562               | 3.79%                          | 3.99%                         |
|  | Radar Capital Fund 1 Limited Partnership     |    | 3,250,040   |    | 3,250,040               | 1.61%                          | 1.69%                         |
| 3,750,000                              | Real Matters Inc.                            |    | 4,500,000   |    | 4,500,000               | 2.23%                          | 2.34%                         |
| 1,200,000                              | Edgecrest Capital Holdings Inc.              |    | 1,200,000   |    | 1,200,000               | 0.59%                          | 0.62%                         |
| 1,000,000                              | Highview Financial Holdings Inc.             |    | 1,000,000   |    | 1,000,000               | 0.49%                          | 0.52%                         |
|  | Cash and Cash Equivalents                    |    | 127,848     |    | 127,848                 | 0.06%                          | 0.07%                         |
|  | Total  | \$ | 166,068,917 | \$ | 202,197,286             | 100.00%                        | 105.09%                       |
|  | Private Exchanges/Investments                |    |             |    |                         | 28.46%                         | 29.79%                        |

| Total Net Asset Value (NAV) as at January 30, 2015   | Shares outstanding: | 10,000,000 Common shares<br>47,000,000 Non-Voting Class A shares<br>57,000,000 |
|--|---------------------|--|
| ASSETS<br>Market Value of Investment Portfolio<br>Other Assets<br>TOTAL ASSETS   | \$ 202,197,21<br>   |  |
| LIABILITIES<br>BMO Demand Loan<br>Accounts Payable and Accrued Liabilities<br>TOTAL LIABILITIES (excluding income tax) | 11,550,0<br>483,7   |  |
| TOTAL NET ASSET VALUE (after tax) as at January 30, 2015   |                     | \$ 192,088,520 NAV per share \$ 3.3700   |

Closing price January 30, 2015: URB \$1.96 URB.A \$2.03

<sup>1</sup>As a result of the takeover of NYSE Euronext by Intercontinental Exchange ("ICE"), each NYSE Euronext share was exchanged for 0.171200756 ICE share and cash of \$11.154424 USD.