Understanding Options

Optionality (def): the power or right of choosing

Many examples of "Real Options" we face in daily life:

- Call Options: deposit towards an event or purchase, land/assets as options for future projects, etc.
- Put Option: Your homeowner's insurance policy

Key characteristics: it's your decision to exercise, there's a time limit, it's valuable.

Options in Finance

Financial options are a contracts giving you the right to buy or sell an asset at a set price on or before a future date.

Call Option: gives the right to buy a security at a set price in the future

e.g. GOOG call option @ \$650 maturing June 18, 2011

Put Option: gives the right to sell a security at a set price in the future

BAC put option @ \$12 maturing May 21, 2011

Tools for Modern Finance

Call Options

- Bullish
- Leverage



Put Options

- Bearish
- Downside protection



Options Key Definitions

Contract Specifics:

Underlying Security: the security one can buy or sell
Strike or Exercise Price: the set price to pay or receive
Expiration or Maturity: the date until which we can decide
Settlement: deliver the stock ("Physical") or Cash?

There are 2 option types:

American Option: can be exercised anytime until maturity **European Option**: can only be exercised at maturity

- Underlyings: Equity, Index, ETF, VIX, Commodity and interest rates futures
- Options are examples of "derivatives" instruments

Option Markets

- Two Marketplaces for Equity Options
- Options Exchanges
 - E.g. CBOE, ISE, AMEX, PHLX, ARCA
 - 3.9 billion contracts traded in 2010.
 - Trading increased 8% in 2010, resuming growth after a flat
 2009 and 5 years of double digit growth previously
 - Centralized clearing by the Options Clearing Corp (OCC)
 - How to track on Bloomberg: PTCL, G, GV
- "Over The Counter"
 - Individually negotiated contracts with banks as counterparty
 - Mostly custom contracts: "Listed lookalikes", American vs European, Longer dated, Non-standard strikes, "EXOTIC"
 - ISDA: \$6.4T notional at Midyear 2010 after peaking at about \$12T notional in mid 2008.

OMON GO, PTCL GO

Option Strategies

Type	Buyer (Holder) Long Position	Seller (Writer) Short Position
Call	Right to Buy Bullish on the Underlying	Obligation to Sell Bearish on the Underlying
Put	Right to Sell Bearish on the Underlying	Obligation to Buy Bullish on the Underlying

Why Trade Options?

- I think Apple can reach \$400 by the summer
- I'm afraid the market may go down after the Fed's QE2 ends
- I own MSFT stock and would like to increase my returns as I expect the stock to remains in it's current range
- I think Alcoa will beat earnings and I would like to bet on that
- I'd like to protect my holdings in GE against a 10% down move, but I don't think it can go down more than 15%
- I think the market will rise on Tuesday when the minutes of the FOMC meeting may mention further accommodative policy
- I think a biotech name like AMLN can go to either \$5 or \$20 depending on trial results later this year.

Reason to Care about the Options Market

"Options traders initiate a greater proportion of long (short) positions immediately before good (bad) earnings news"

Amin and Lee (1997)

Contemporary Accounting Research

"Put-call ratios by newly initiated trades have significant predictability for equity returns, which indicates informed trading in the options markets"

Pan, Poteshman (2006)
Review of Financial Studies

"Option volume...can predict stock returns."

Easley, O'Hara and Srinivas (1998)

Journal of Finance

"The shape of the volatility smirk has significant cross-sectional predictive power for future equity returns."

Xing, Zhang, Zhao (2008)

Journal of Financial and Quantitative Analysis



Underlyings

Breadth: 581 Securities trade > 1000 call option contracts/day ETF Volume: 9 of to 20 most liquid securities are ETFs

FUNCTIONS EQS OVI



OCC—central counterparty for all listed trades

Jointly owned by all the exchanges

Diverse range of options on ETFs are traded, from sector focused, to country focused, to leveraged/inverse broad market indices



Volatility as an Asset Class

Multiple Ways to Trade

OTC: Variance SwapsOTC: Forward Start VS

OListed: VIX Futures

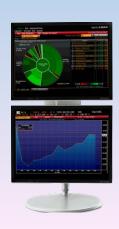
OListed: VIX Options

OListed: Volatility Related ETF



FUNCTIONS
VIX <index> CT
VSV
OVME VS

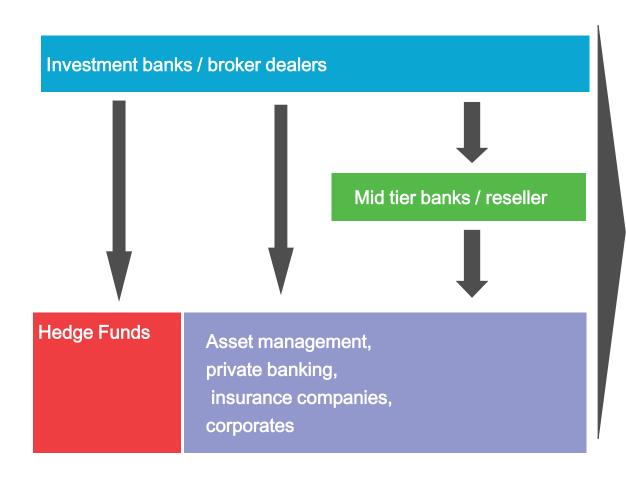




Players

Buy-Side and Sell-Side

OPTIONS AND STRUCTURED NOTES: PLAYERS AND FLOWS



- Banks sell OTC
 derivatives and are
 issuers and underwriters
 of structured notes due to
 the ability to manage
 internally derivatives risks
- Mid tier banks act as primary intermediaries distributing derivatives and structured note to smaller players
- Final buyers can be targeted by both market makers and mid tier banks

Options Trading Strategies

Equity Derivatives Strategy Guide to Basic Options Strategies September 1995 **Price Down** Price Up **Price Neutral** Long Straddle Long Call Long Put Volatility Long Strangle Long Call Short Call Long Put Short Put Up **Put Backspread** Call Backspread **Short Butterfly** Volatility **Bullish Call** Bearish Call **Arbitrage Spreads** Neutral or Put Spread or Put Spread Long Straddle Short Straddle Long Strangle Short Strangle **Short Straddle** Volatility **Short Put Short Strangle Short Call** Down Long Butterfly Call Volatility Spread Ratio Call Spread Split-strike Synthetic Put Volatility Spread



Options Trading Strategies

Position	Diagram #	Construction by Component
Long Call	1	+ Call
Short Call	2	- Call
Long Put	3	+ Put
Short Put	4	- Put
Long Synthetic	5	+ Call – Put + Bond
Long Split Strike Combo	6	+ Call High Series - Put Low Series
Short Synthetic	7	+ Put – Call – Bond
Short Split Strike Combo	8	- Call High Sirlio + Put Low Sirlio
Protective Put	9	Stock + Put
Collar Hedge	10	Stock + Put towarts - Call High Sites
Covered Call	11	Stock - Call
Covered Call Spread	12	Stock - Call Low Strice + Call High Strice
Long Call Spread	13	Call Low Sinks - Call High Sinks
Short Call Spread	14	- Call Low Strike + Call High Strike
Long Put Spread	15	+ Put Hgb SHIor — Put Low SHIor
Short Put Spread	16	- Put High Sittles + Put Low Sittles
Long Bullish Backspread	17	- Call Lower States + 2 X Call Higher States
Short Bullish Backspread	18	+ Call Lower Strike - 2 X Call Higher Strike
Long Bearish Backspread	19	+ 2 X Put Lower Strike - Put Higher Strike
Short Bearish Backspread	20	- 2 X PUT Lower Sintes + PUT Higher Sintes
Long Straddle	21	+ Call + Put
Short Straddle	22	- Call – Put
Long Strangle	23	+ Call Higher Sinks + Put Lower Sinks
Short Strangle	24	- Call Higher Strike — Putt Lower Strike
Long Butterfly (using calls)	25	+ Call Low Sints - 2 X Call Middle Sintse + Call High Sintse
Long Butterfly (using puts)	26	+ Put High Strike - 2 X Put Medio Strike + Put Low Strike
Long Iron Butterfly		+ Put towards - Put wide and - Call wide ards + Call righ and
Short Butterfly (using calls)	27	- Call Low Strike + 2 X Call Medio Strike - Call High Strike
Short Butterfly (using puts)	28	- Put High Siriko + 2 X Put Middle Strike - Put Low Strike
Short Iron Butterfly		- Put Low Sirtio + Put Mado Sirko + Call Maddio Sirko — Call High Sirko
Long Condor (using calls)		+ Call Low Sinks — Call Lower Middle Sinks — Call Higher Middle Sinks + Call High Sinks
Long Condor (using puts)		+ PUT Low Strike - PUT Lower Middle Strike - PUT Higher Middle Strike + PUT High Strike
Long Iron Condor	29	+ Put Low Sinks - Put Lower Middle Sinks - Call Higher Middle Sinks + Call High Sinks
Short Condor (using calls)		- Call Low Strike + Call Lower Meddie Strike + Call Higher Meddie Strike — Call High Strike
Short Condor (using puts)		- Put Low Sinks + Put Lower Middle Sinks + Put Higher Middle Sinks — Put High Sinks
Short Iron Condor	30	- Put Low Strike + Put Lower Middle Strike + Call Higher Middle Strike — Call High Strike



Popular Option Combinations



- Buy a call (close to ATM) and sell a higher strike one
- Profit from stock price rise up to the upper strike
- Cheaper than a straight call
- Put spread for bearing bet in a range



- Buy a call and a put usually close the ATM level
- Profit from a stock price move either direction
- Also viewed as long volatility strategy (also delta hedged)
- Variations: strangle (different strikes), butterfly



- Buy a put and sell a call to cap long stock exposure
- A hedging strategy if you own the stock
- Call is funding the put purchase, can be near costless



Popular Option Combinations



- Buy an OTM call and sell an OTM put
- Exposure is similar to long stock
- Cheap strategy for directional bets



- Sell a call on a stock you already own (long)
- Generate yield if stock price is flat/down, safe otherwise
- Select strike price for highest standstill return
- Sell calls regularly for higher annual return

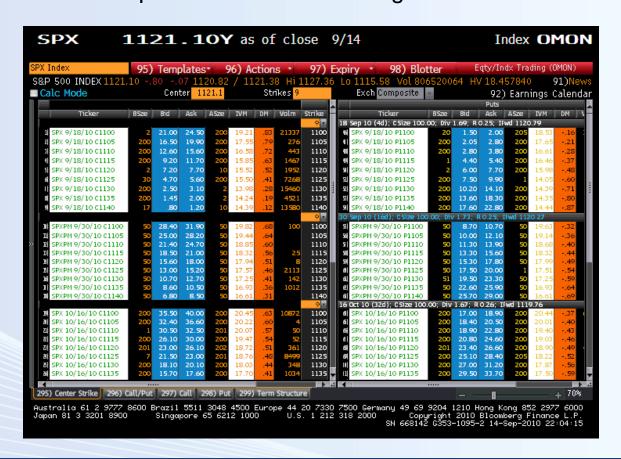


- Trade one maturity against another, same strike
- Arbitrage the term structure
- Diagonal spread is different maturity and different strike



Realtime Option Price Data

- Weeklies added: Filter Expirations via "Edit Settings"
- Calc Mode
- Colors!





Option Price Calculator

- Black-Scholes Model and Beyond
- •Use "OVL" instead of "OVME" for listed option analysis
- Shortcut keys (OVL CP, OVL CS, OVL 3L)



Charting Volatility Related Data

- Implied Volatility at various strikes and maturities
- Historical Volatility, CDS, Underlying Price Information
- Statistical Summary and Spread Analysis





Portfolio Management



- Share and Track P/L on individual trade ideas
- Hedging options



Multi-Security Option Analysis





Signals Embedded in Implied Volatility Surface

"The shape of the volatility smirk has significant cross-sectional predictive power for future equity returns."



FUNCTIONS VCA GV OVDV







Additional Functions



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170	CBOE		IWM US	09/17/11	.78		81,158	53.53		37	09:33:17
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141	CBOE	11.00		10/22/11	1.04		8,881	43.82		67	09:33:17
100	CBOE	24.00	WFC US	01/21/12	2.67	Ask	19,333	48.74	99%	43	09:33:17
110	CBOE	70.00	IWM US	09/17/11	1.19		85,651	51.40		51	09:33:16
100	CBOE	35.00	ETE US	10/22/11	1.50	Mid	2,340	57.31	.55%	31	09:33:16
126		70.00	IWM US	09/17/11	1.19		85,651	51.40		51	09:33:16
136	CBOE	75.00	LNKD US	09/17/11	.15	Ask	1,961	115.52	22%	04	09:33:15
100	PHLX	55.00	QQQ US	09/17/11	.70		99,158	35.86	4.03%	53	09:33:14
100	BATS	10.00	DAN US	01/21/12	1.00	Mid	158	74.45	n.a.	24	09:33:09
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100	ISE	121.00	SPY US	09/17/11	.35	Bid	122,733	35.19	10.45%	.21	09:33:07
298		58.00	QQQ US	09/30/11	.30		27,091	27.64	-3.70%	.18	
298	ISE	54.00	QQQ US	09/17/11	.32	Mid	95,546	38.50	5.31%	30	09:33:07
298		55.00	QQQ US	09/17/11	.58		108,481	35.93		.50	



MSFT US MSFT UP 01/21/12 C37.5

N 9:46 Microsoft Xbox Live Sales Probably Topped \$1 Billion (Upda

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