

FIRST HEARTLAND CAPITAL, INC.
1839 LAKE ST. LOUIS BLVD.
LAKE ST. LOUIS, MO 63367

SEC Rule 606 Quarterly Report for the Quarter Ending March 29, 2018

NYSE Equities

FIRST HEARTLAND CAPITAL INC

Top Venues Percentage of Non-Directed Orders

Data as of 03/29/2018

Venue	Total	Total	Total Market Orders	Total Limit Orders	Total Other Orders
1	BNY MELLON CAPITAL MARKETS LLC**	45.60%	45.60%	43.50%	60.00%
2	G1 EXECUTION SERVICES, LLC	18.40%	17.90%	27.80%	0%
3	CITADEL DERIVATIVES GROUP	11.60%	11.70%	10.40%	10.00%
4	VIRTU AMERICAS LLC	9.50%	9.40%	8.70%	25%
5	UBS SECURITIES	8%	8.40%	6.10%	0.00%
6	TWO SIGMA SECURITIES	6.80%	7%	3.50%	5.00%
	Summary Statistics	100%	91.70%	7.00%	1.30%

***Material Relationships: First Heartland Capital Inc does not receive compensation for directing order flow in equity securities. In routing correspondent's order flow, Pershing and BNY Mellon relies on its best execution review in determining the best available market or venue to route the orders. Pershing and BNY Mellon receives compensation for directing order flow in certain equity securities and listed options.*

AMEX Equities

FIRST HEARTLAND CAPITAL INC

Top Venues Percentage of Non-Directed Orders

Data as of 03/29/2018

	Venue	Total	Total Market Orders	Total Limit Orders	Total Other Orders
1	BNY MELLON CAPITAL MARKETS LLC**	29.90%	28.30%	42.60%	10.00%
2	CITADEL DERIVATIVES GROUP	16.80%	17.00%	16%	20%
3	G1 EXECUTION SERVICES, LLC	16.50%	16.90%	14%	0%
4	VIRTU AMERICAS LLC	15.60%	15.30%	16.30%	70%
5	UBS SECURITIES	11.80%	12.60%	6.20%	0%
6	TWO SIGMA SECURITIES	9.30%	9.90%	5.00%	0.00%
	Summary Statistics	100%	87.90%	11.60%	0.50%

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NASDAQ Equities

FIRST HEARTLAND CAPITAL INC

Top Venues Percentage of Non-Directed Orders

Data as of 03/29/2018

	Venue	Total	Total Market Orders	Total Limit Orders	Total Other Orders
1	BNY MELLON CAPITAL MARKETS LLC**	38.80%	39%	34.90%	46.70%
2	G1 EXECUTION SERVICES, LLC	20.00%	19.70%	24.10%	0%
3	CITADEL DERIVATIVES GROUP	13%	12.70%	14%	20.00%
4	VIRTU AMERICAS LLC	10.30%	9.80%	11.20%	23.30%
5	UBS SECURITIES	10%	10%	9.10%	7%
6	TWO SIGMA SECURITIES	8.30%	8.80%	7%	3%
	Summary Statistics	100%	81.50%	16.40%	2.10%

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Options

FIRST HEARTLAND CAPITAL INC

Top Venues Percentage of Non-Directed Orders

Data as of 03/29/2018

	Venue	Total	Total Market Orders	Total Limit Orders	Total Other Orders
1	CBOE BZX EXCHANGE	41.20%	0%	41.60%	0%
2	CBOE OPTIONS EXCHANGE	25.40%	0%	25.70%	0%
3	NASDAQ OMX PHLX	14.00%	0%	14.20%	0%
4	NYSE AMERICAN EXCHANGE	14.00%	100%	13.30%	0%
	Summary Statistics	100%	0.90%	99.10%	0%