

Bloomberg

ID SYMBOLOLOGY

Bloomberg ID offers broad coverage, real-time availability at no cost, flexibility for use in multiple functions and allows internal mappings to alternative symbologies.

CURRENT MARKET

- No globally accepted industry leader
- Numbering agencies do not cover all asset classes
- Increased licensing costs
- Support & mapping is burdensome for data consumers
- Regulatory review
- Presently, market participants do not have an ID number that is UNIQUE, NON-CHANGING that covers all GLOBAL financial instruments

BENEFITS OF ONE IDENTIFIER

"NYSE Euronext and Bloomberg Bring Open Symbology to Data Feeds" (Press release 3/18/10)

- Promote transparency
- Lower data management costs
- Quicker integration
- Creating the standard in reference data

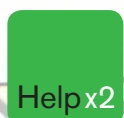
BBGID

The Bloomberg Global ID. A global 12 digit alpha-numeric, randomly generated ID covering 11.2M active and non-active securities. In total, there will be more than 852 billion potential numbers available.

B	B	G	31	31	31	31	31	31	31	31	31	1
1	2	3	4	5	6	7	8	9	10	11	12	

- **Coverage:** more than 11.2 million securities representing all asset classes of the financial markets. Encompassing all asset classes globally, the ID will be invaluable for those lacking an identifier like loans, and futures and options.
- **Consistency:** same identifiers used in the BLOOMBERG PROFESSIONAL® service and Bloomberg's Enterprise Data products
- **Delivery:** submission form via dedicated portal bsym.bloomberg.com and dedicated feed of all new securities added
- **Access:** BSYM identifiers are available through Bloomberg's website at no charge to users, with no material impediments on use.
- **Use:** Users will be able to use the identifiers for a variety of uses including trading, research, and mapping.
- **Global Reach:** The Bloomberg is on the desktop of more than 280,000 financial professionals around the globe.
- **Reputation:** We are known to be the industry leader in timeliness, accuracy and depth of coverage. The inclusion of our own ID will further strengthen our coverage and reputation amongst the financial community.
- **Uniqueness:** Free, no commercial terms, no restrictions on usage UNIQUE, NON-CHANGING that covers all GLOBAL financial instruments.

For more information, please contact the Bloomberg ID Symbology team at bsym@bloomberg.net or visit bsym.bloomberg.com.



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