



Protecting the Data

Protecting the Data

- CGS staff have the knowledge and experience to spot suspicious offering documents and prevent the deals from reaching the market

The image shows a page from an offering memorandum for Shady International Inc. Several elements are circled in red, and red arrows point from these circles to red flags on the left and right sides of the page, indicating suspicious or red-flagged information.

OFFERING MEMORANDUM

US\$3,300,000.00 SENIOR SECURED NOTES
Collateralized Notes Due December 31, 2029

SHADY INTERNATIONAL INC.

We are offering \$3,300,000.00 aggregate principal amount of our Senior notes Secured by Goldpan 4 gold mine claim assets and, due December 31, 2029. The secured notes offered by this Offering Memorandum are called the "Notes." The notes will constitute a single class of debt securities with total proceeds of up to \$3,300,000.00 U.S. Dollars.

Subscription Period from and including June 29, 2009 to and including June 22, 2029

Managed By:
Shady International Inc.

Address
5000 West Street Road
Henrieville, CO 80634
970-358-4305 - Office
413-521-1771 - Fax

This Offering Memorandum is dated **June 29, 2009**.

144A .08.05.09 Page 3 of 96

Protecting the Data

- Simply “numbering stuff” doesn’t solve reference data challenges
- CGS Identifiers are the end result of a well-honed process
- As CGS operates in the pre-trade space, all major market data vendors start in some fashion with the CUSIP database
- Protecting the data and the ABA’s IP validates the reliability of the system: *Using copies of copies of adulterated databases will lead to downstream errors and failed trades.*

Protecting the Data

Transparent Licensing Process

- Allows for sustained reinvestment on behalf of the industry:
 - Developing new asset classes
 - Industry-supporting initiatives like CGS/DTCC LEI collaboration
 - Free ISIN lookup
- One license allows consumption of CUSIP data from any number of authorized distribution partners
- Sample fees and calculator available at:
<https://www.cusip.com/cusip/cgs-license-fees.htm>