

tuux 15.46 cah 67.87 intc 27.93 bvf 88.73 wsm 36.58 kkd 27.32 vrsn 25.40 amzn 40.44 omc 73

The Deutsche Börse

EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION



SCOTTSDALE ARIZONA 1 800.823.1973 www.gradientanalytics.com

Provided By:
Gradient Analytics, Inc.
14614 N. Kierland Blvd
Suite S-260
Scottsdale, Arizona USA 85254

480.998.8585 tel
480.998.4747 fax
products@gradientanalytics.com
www.gradientanalytics.com

Date File Specification & Update Frequency

The European Directors Dealings (EDD) data will be exported in three distinct pipe delimited text files: Company, Insider and Transaction. Daily update files will be uploaded to Gradient's ftp site at ftp3.gradientanalytics.com and will be available for download at 5:00 AM (EST). In addition, fully refreshed versions of each data file will be available for download each Monday morning at 5:00 AM (EST). The layouts and data definitions for each file appear below:

COMPANY FILE			
Primary Key	Item	Format	Description
Yes	gvkey	nvarchar(6)	Global Value Key (S&P Compustat)
No	CompanyName	nvarchar(100)	Company name
No	CompanyISIN	nvarchar(16)	ISIN code of the company
No	CompanySEDOL	nvarchar(16)	SEDOL code of the company

INSIDER FILE			
Primary Key	Item	Format	Description
Yes	InsiderID	numeric(9,0)	Unique insider ID
No	InsiderName	nvarchar(100)	Name of the insider
No	InsiderRelation	nvarchar(100)	Hierarchical position of the insider, (e.g. CEO, Chairman, Executive Chairman, CFO, etc.) * See insider relation table on page 5 for a comprehensive definition of relation labels
No	InsiderLevel	nchar(1)	Insider classification (e.g. executive, upper management etc). * See insider level table on page 5 for a comprehensive definition of level labels

TRANSACTION FILE			
Primary Key	Item	Format	Description
Yes	TransactionID	numeric(9,0)	Unique reference number for each transaction
No	gvkey	nvarchar(6)	Global Value Key (S&P Compustat)
No	IssuerID	nvarchar(9)	Issuer ID (S&P Compustat)
No	InsiderID	numeric(9,0)	Unique insider ID
No	ConnectionType	nvarchar(25)	Type of ownership (e.g. direct, indirect etc.) * See insider level table on page 5 for a comprehensive definition of level labels * See connection type description table on page 5 for a comprehensive definition of connection type labels.
No	ConnectedInsiderName	nvarchar(100)	The name of the executing party if OwnershipType is Indirect, Both, or Non Beneficial. If OwnershipType is direct this item will be empty.

TRANSACTION FILE			
Primary Key	Item	Format	Description
No	ConnectedInsiderPosition	nvarchar(100)	This position/relation of the executing party if OwnershipType is indirect, both or non beneficial. If OwnershipType is direct this item will be empty
No	SecurityISIN	nvarchar(16)	ISIN of the underlying in which the transaction occurred
No	SecuritySEDOL	nvarchar(16)	SEDOL of the underlying in which the transaction occurred
No	SecurityDisplay	nvarchar(100)	Display Name of the underlying security (e.g. common shares etc.)
No	TransactionType	nvarchar(50)	General transaction classification (e.g. Buy, Sell, Exercise, Award) * See transaction type description table on page 12 for a comprehensive definition of transaction types.
No	TransactionLabel	nvarchar(50)	Specific nature of transaction (e.g. merger, dividend reinvestment, private placement) * See transaction label description table on page 12 for a comprehensive definition of transaction labels.
No	AssetClass	nvarchar(100)	The type of derivative, non-derivative or debt instrument employed in the transaction * See asset class description table on page 4 for a comprehensive definition of class labels.
No	NumShares	numeric(20,4)	Number of shares traded
No	Inputdate	datetime	Input date of the transaction
No	TradeDate	datetime	Transaction date of the transaction
No	MaxTradeDate	datetime	Maximum Transaction date of the transaction, if the transaction was has a range (min and max date)
No	Price	numeric(20,4)	Transaction price per share (if the transaction has a max price, than this is the min price)
No	MaxPrice	numeric(20,4)	Maximum transaction price per share (if the transaction was reported with a price range then this is the max price)
No	TranValue	numeric(20,4)	Total value of the transaction in original currency
No	Currency	nvarchar(3)	3 digit ISO CODE for national currency for the country in which the transaction occurred (e.g. USD, GBP, EUR)
No	ValueEuro	numeric(20,4)	Total value of the transaction in Euro
No	ShareUnit	nvarchar(5)	Unit of measurement for shares field (e.g. # of shares,

TRANSACTION FILE			
Primary Key	Item	Format	Description
			percentage of outstanding shares etc.). * See share unit description table on page 11 for a comprehensive definition of share unit labels.
No	correctedTransactionID	numeric(9,0)	Reference to the TransactionID, which has been corrected (amended)

Data Tagging Translation

The following seven fields contain tagged values: AssetClass, ConnectionType, InsiderLevel, InsiderRelation, ShareUnit, TransactionType and TransactionLabel. The tables that follow provide descriptions of each data label.

ASSET CLASS LABELS	
Label	Description
Equity	Common stock
Employee stock option	Employee right to purchase common shares
Share right	These instruments are distributed to stockholders and allow stockholders to participate in capital appreciation. In Germany these instruments are called subscription rights, in U.K. Nil Paid Rights, in other countries stock rights or rights.
Convertible bond	Debt instrument that can be converted to common shares
Call	Derivative instrument that provides holder with the right to purchase stock at a predetermined price; generally bought and sold on an exchange
Warrant	Company issued over the counter derivative instrument that provides holder with the right to purchase stock at a predetermined price
Put	Derivative instrument that provides holder with the right to sell stock at a predetermined price
Forward	Over the counter contractual agreement between two parties to buy or sell an asset at a certain future time for a predetermined price.
Stock future	Standardized, exchange traded contract to buy or sell an asset a certain future time for a predetermined price.
Equity Swap	Derivative contract where a set of future cash flows are agreed to be exchanged between two counterparties at set dates in the future.
Contract for difference	Contracts for difference allow investors to take long or short positions, and unlike futures contracts, have no fixed expiration date, standardized contract or contract size.
Put (short)	Selling of a put option
Bond	Company issued debt security
Certificate	Certificate which tracks stocks and indices but can also pursue complex strategies such as call

ASSET CLASS LABELS	
Label	Description
	writing. Very common in Germany.
Call (short)	Selling of a call option
Capital share	Holdings reported in percentage of capital rather than percentage of voting rights.
Voting Rights	Holdings reported in percentage of voting rights rather than percentage of capital

CONNECTION TYPE LABELS	
Label	Description
Direct	Direct beneficial ownership
Indirect	Indirect beneficial ownership (e.g. immediate family member or children trust)
Both	Joint ownership with spouse
Non Beneficial	External (non-immediate family member) person or entity (e.g. foundation) that owns less than 10% of the company's outstanding shares.

INSIDER LEVEL LABELS	
Label	Description
A	Top insider (executive board , chairman, Top 5)
B	Upper level management (executive committee, Top 20)
C	Non executives, supervisory board, Board of Directors
D	Lower level executives
E	Legal entities, funds and trusts
F	Outsider (Finland only)
G	Family and other relatives
H	Partner, large shareholder, founder, investor, family holding

INSIDER RELATIN LABELS	
Relation	Insider Label
CEO	A
CFO	A
Chairman of the Board	A
Chairman of the Board, CEO	A
Chairman of the Board, CEO	A
Chairman of the Management Board	A
Co-CEO	A
Co-Chairman	A
COO	A
Deputy CEO	A
Deputy Chairman of the Management Board	A

The Deutsche Börse
EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION

INSIDER RELATIN LABELS	
Relation	Insider Label
Executive Board	A
Executive Board Member	A
Executive Chairman	A
Executive Director	A
Executive Director / Committee	A
Family of Board Member	A
Family of Executive Member	A
Finance Director	A
Insiders as a group	A
Managing Director, CEO	A
President	A
President/CEO	A
CEO, division	B
CEO, parent company	B
CEO, region	B
CEO, subsidiary	B
CEO, unit	B
Chief Information Officer	B
Chief Level Officer	B
Chief Scientific Officer	B
CIO	B
Company Secretary	B
Controller/Comptroller	B
CTO	B
Deputy Managing Director	B
Executive Committee	B
Executive Vice President	B
Family of Executive Member	B
General Counsel	B
General Manager	B
Group Director	B
Head of division	B
Joint Managing Director	B
Key executive	B
Management Holding	B
Manager	B
Managing Director	B
Officer	B
Person holding managerial position	B
Senior Vice President	B
Spokesman	B
Technical Director	B

The Deutsche Börse
EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION

INSIDER RELATIN LABELS	
Relation	Insider Label
Treasurer	B
Vice President	B
Audit Committee	C
Board of Auditors	C
Chairman of the Board of Auditors	C
Deputy Chairman	C
Deputy Director	C
Deputy Supervisory Board Member	C
Director	C
Director	C
Director, Benefial Owner	C
Family of Non-Executive Member	C
Independent Director	C
Member of Advisory Board	C
Member of Committee	C
Non-Executive Board Member	C
Non-Executive Director	C
Non-Executive member of the BoD	C
Non-Executive Vice Chairman	C
Non-Executive Vice Chairman	C
Supervisory Board	C
Accounting Manager	D
Accounting Manager	D
Asset Manager	D
Attorney	D
Audit Control Manager	D
Auditor	D
Auditor	D
Auditor, parent company	D
Auditor, subsidiary	D
Authorised Representative/Proxy	D
Chairman of the Board, parent company	D
Chairman of the Board, subsidiary	D
Chartered Accountant	D
Communication Manager	D
Compliance Director	D
Custodian	D
Deputy Director, parent company	D
Deputy Director, subsidiary	D
Director (employee representative)	D
Director, parent company	D
Director, subsidiary	D

The Deutsche Börse
EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION

INSIDER RELATIN LABELS	
Relation	Insider Label
Employee	D
Employee Director	D
Employee Representative	D
Executive	D
Executive Vice President, parent company	D
Executive Vice President, subsidiary	D
Finance Manager	D
Financial Manager	D
Former CEO	D
Former Executive	D
Group Executive	D
Group Legal Director	D
Group Manager	D
HR Manager	D
Internal Auditor	D
Investment Advisor	D
Investment Analyst	D
Investment Manager	D
Investor Relations Manager	D
Key executive, division	D
Key executive, parent company	D
Key executive, region	D
Key executive, subsidiary	D
Key executive, unit	D
Management Assistant	D
Marketing and PR Director	D
Operation Manager	D
Other	D
Other	D
Other employee	D
Other Executive	D
Other Executive	D
Other Executive	D
Other Executive	D
Other Manager	D
Other senior executive	D
PDMR	D
Person having access to inside information	D
Portfolio Manager	D
Press Release Officer	D
Product Director	D
Purchasing Manager	D
Retired	D

The Deutsche Börse
EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION

INSIDER RELATIN LABELS	
Relation	Insider Label
Sales Director	D
Scientist	D
Senior Executive	D
Senior Executive, parent company	D
Senior Executive, subsidiary	D
Senior Scientist	D
Senior Technician	D
Shareholder, individual person	D
Technical Manager	D
Technician	D
Trustee	D
Underwriter	D
Voting Trustee	D
Works council	D
Affiliated Company	E
Asset Management	E
Associated Company	E
Charitable Trust	E
Controlled corporation	E
Discretionary Trust	E
Employee Trust	E
Equity Investment Company	E
Financial service	E
Foundation	E
Fund	E
Government	E
Government owned company	E
Hedge Fund	E
Holding Company	E
Influenced corporation	E
Investment Company	E
Investment Firm	E
Investment Fund	E
Investment Management Firm	E
Investment Trust	E
Investment Vehicle	E
Issuer	E
Legal Entity	E
Market Maker	E
Municipality	E
Mutual fund company	E
Mutual savings bank	E

The Deutsche Börse
EUROPEAN DIRECTORS DEALINGS DATA

DATA FEED SPECIFICATION

INSIDER RELATIN LABELS	
Relation	Insider Label
Other	E
Other Association	E
Parent Company	E
Pension Fund	E
Private Company	E
Private Equity Firm	E
Private Equity Fund	E
Public Company	E
Savings Bank	E
Shareholder, legal entity	E
Subsidiary	E
Supervisory Board, Legal Entity	E
Wholly-owned subsidiary	E
Auditor (OTHER COMPANY)	F
Auditor with chief responsibility for audits (OTHER COMPANY)	F
Bank Director	F
Bank employee	F
Broker (OTHER COMPANY)	F
Chairman of the Board (OTHER COMPANY)	F
Chairman of the Supervisory Board (OTHER COMPANY)	F
Deputy Auditor (OTHER COMPANY)	F
Deputy Managing Director (OTHER COMPANY)	F
Deputy Member of the BoD (OTHER COMPANY)	F
Deputy Member of the Supervisory Board (OTHER COMPANY)	F
Employee dealing with order (OTHER COMPANY)	F
Employee of a Custodian (OTHER COMPANY)	F
Employee of a securities depository (OTHER COMPANY)	F
Employee of a Stock Exchange (OTHER COMPANY)	F
Employee of another marketplace (OTHER COMPANY)	F
Investment Advisor (OTHER COMPANY)	F
Investment Analyst (OTHER COMPANY)	F
Managing Director (OTHER COMPANY)	F
Member of the BoD (OTHER COMPANY)	F

INSIDER RELATIN LABELS	
Relation	Insider Label
Member of the Supervisory Board (OTHER COMPANY)	F
Other Criteria for Disclosure Requirements (OTHER COMPANY)	F
Other Employee (OTHER COMPANY)	F
Other senior company executive (OTHER COMPANY)	F
Stock Exchange Director	F
Stock Exchange Executive	F
Affiliated Person	G
Connected Person	G
Controlling Person	G
Family	G
Family Member	G
Family Member, child	G
Family Member, parent	G
Family Member, partner	G
Family member, relative	G
Family Member, spouse	G
Family Office	G
Family Trust	G
Beneficial Owner	H
Family Holding	H
Founder	H
General Partner	H
Indirect shareholder	H
Investor	H
Joint ownership	H
Limited Partner	H
Limited partnership	H
Main shareholder	H
Majority shareholder	H
Managing Partner	H
Partner	H

SHARE UNIT LABELS	
Label	Description
PCS	Pieces (i.e. number of shares). Default value.
NOM	Nominal value
PER	Percentage of shares outstanding

TRANSACTION LABELS	
Label	Description
M	Merger, takeover, buy-out
RM	Reverse merger, spin-off or split of company
PR	Private transaction
DR	Dividend reinvestment, scrip dividend
IPO	IPO related transaction, greenshoe option
SEC	Secondary equity offering (involves capital increase and private placements)
T	Tax liability related (usually sell transactions)
B	Back to company / Equity or Employee Options (capital decrease)
SIPP	Self-Invested Personal Pension (SIPP)
R	Remuneration, Compensation: In lieu of salaries, directors gets shares instead of cash as part of his remuneration, sort of an award
BON	Bonus: Director uses cash bonus (compensation) to buy shares based on his own conscious decision
NET	Net of multiple transactions, when insider buys and sells at the same time
PLAN	Intension to sell, planned transaction or a commitment, guaranteed for a transaction
CI	Capital increase, seasoned equity offering
PP	Private placement
OFF	Offer to take an interest (stake) in the company, no merger
I	Initial transactions - first buy within 3 months after appointment
PRN	Private neutral transaction, not completely neutral
DEBT	Debt redemption: delivered to debtor (e.g. insider is selling shares to pay off debt)
RES	After resignation or retirement from the company
MC	Forced transaction, margin call
CONTR	Contribution of shares from external third-party resulting in an increase in holdings.
OTC	Transaction is over-the-counter
E	No price available in filing, therefore price is estimated
P	is related to share plans, discounted shares, monthly plans
N	NEUTRAL, no change in beneficial holdings
A	Automated transaction (10b5-1 transaction, extremely rare)
O	Option or award related

TRANSACTION TYPES	
Type	Description
Buy	Regular Transaction - Purchase
Sell	Regular Transaction - Sell
Holdings Disclosure	Holdings Information following the transaction
Exercise	Exercise of derivative instrument
Acquire	Not a regular purchase, information is not properly disclosed
Award	Award of equity, increases beneficial ownership
Subscription	Not an open market purchase, insider is buying new shares
Transfer (+)	Transfer in (increase in holdings)
Grant	Grant of conditional shares or options (no immediate change in holdings and voting rights)
Transfer (-)	Transfer out (decrease in holdings)
Initial Holdings	Initial holdings update, similar to Form 3 in U.S. Not reported in all countries.
Dispose	Not a regular sell transaction, sometimes the information is not properly disclosed
Stock Dividend (+)	Similar to dividend reinvestment, insider receives a stock dividend
Delete	Transactions can be deleted due to a reporting error