

## **ANNA Service Bureau Annual Report for 2010**

In 2010, the ANNA Service Bureau (ASB) extended its position as the most robust provider of ISIN-related data worldwide. In stark contrast to its humble beginnings in 2001 (when just over 600,000 ISIN's made up the ASB database), the level of ISIN and CFI data collected and distributed by the ANNA Service Bureau reached significant new highs in 2010. Specifically, as of March 1, 2011, the ASB Database contained 12.6 million (4.9 million active) ISIN codes and 10.1 million (4.3 million active) CFI codes from its participating ANNA members. This volume of ISIN data represents a 23.5% increase in total ISINs from just one year earlier, and represents both the increased market volume of new instruments as well as broader participation by ANNA members in supporting the ASB global ISIN hub.

Beyond its primary mission to supply the global capital markets with direct and equitable access to primary-sourced ISIN and CFI data, the ASB took dramatic steps in 2010 to further improve the quality and integrity of distributed ISIN data. In particular, the ASB worked closely with member NNA's to apply additional scrutiny to the accuracy, timeliness, completeness and coverage of its ISIN data. Automated email notification processes were implemented to ensure the highest level of compliance, resulting in vastly improved Issuer, instrument-level, and associated data in 2010. As part of this framework, the ASB operators extended its enhanced software functionalities aimed at data quality transparency, and also regularly synchronized the ASB Database to provide and the highest degree of complete and accurate ISIN data to the industry.

The ASB Advisory Board has dramatically increased the amount of communication among its members in late 2010 and the 1<sup>st</sup> quarter of 2011, including discussions about ASB ISIN database quality, corresponding ASB data obligations for the NNAs, revenue sharing, and the future mission for the ASB. To that end, the ASB Advisory Board, the ANNA Board, and the ASB operators are actively engaged in developing an updated agreement and associated roadmap for the future operation of the ASB. We look optimistically to the future, with a renewed set of capabilities and federated subject matter expertise that will work to the collective benefit of ISIN users worldwide, as well as the member NNA's who support them.

The ASB and ANNA have truly emerged as an organization that thinks on a local basis, yet acts and executes globally.

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Chairman, ASB Advisory Board