REFINITIV CASE STUDY

Refinitiv and Public Technologies: Partnering for full disclosure and market transparency

> "By having a framework in place including Intelligent Tagging and PermID, we managed to organize all of our content around a consistent taxonomy and unique identifiers, allowing us to deliver a robust solution to a problem that was causing a lot of undesired costs and product issues to our clients."

Giacomo Cambiaso, CEO, Public Technologies

THE CHALLENGE

Every day, thousands of organizations, including public and private companies, governments and economic organizations, disclose market-sensitive information worldwide. The existing workflow is very inefficient and generates gaps and noise. These limitations prevent the organizations issuing the content to reach their entire audience and to do it efficiently. The lack of one single, fully organized channel ensuring a targeted, faster and fully reliable distribution, forces these organizations to adopt a combination of different dissemination methods including mailing lists, corporate websites, social media and commercial wires. On the other side, newsrooms, information providers and market data platforms struggle to aggregate this information and are consistently suffering for extra costs and critical gaps in their coverage.

THE SOLUTION

Public Technologies (publicnow.com), a news technology company based in New York, is positioned to solve this problem thanks to a unique combination of technology and business model. The requirements to solve the problem included the technical capability to aggregate all of the potentially relevant content without any commercial and technical limitation, normalizing and organizing it to ensure targeted distribution, noise removal and full compatibility with third-party environments. After years of product development and fine-tuning, Public is now delivering its solution to major platforms and newsrooms and is expanding its reach every day by connecting issuers of the content with their audiences both at the local and global level.

PUBLIC AND INTELLIGENT TAGGING

With the challenges presented by unstructured information and limited accessibility in mind, Public Technologies recognized the importance of collectively and holistically structuring and organizing the content to deliver the solution the market was looking for. Giacomo Cambiaso, Co-Founder and CEO of the company, identified Intelligent Tagging as an "obvious choice," expressing that "The main driver for selecting it as the core component of our semantic engine, besides the unique capabilities of this technology, was the positioning of the company behind it as a leading player both in the news and financial space. This is for us the best guarantee that this technology is going to expand in the right direction". By integrating Intelligent Tagging in its workflow, Public managed

REFINITIV™

DATA IS JUST
THE BEGINNING

ABOUT INTELLIGENT TAGGING

Intelligent Tagging transforms the search experience by using advanced natural language processing, text analytics and data-mining technologies to quickly process huge volumes of textual content to recognize entities, topics and events. Find out more here.

OPEN PERMID

Permanent Identifier (PermID®) is a machine-readable identifier that provides a unique reference for data items. Unlike most identifiers, PermID provides comprehensive identification across a wide variety of entity types including organizations, instruments, funds, issuers and people.

PermID never changes and is unambiguous, making it ideal as a reference identifier. Refinitiv has been using PermID in the center of our own information model and knowledge graph for over seven years. Find out more here.
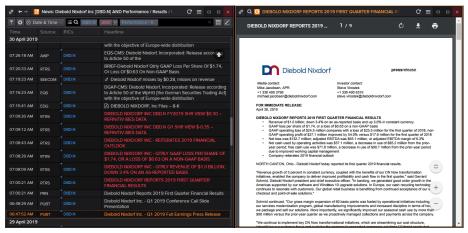
> "The availability of a cross-platform, open standard is very important for us as it saved a lot of time and costs involved in identifying the issuers of the content we aggregate, especially in the very fragmented world of private companies."

Giacomo Cambiaso, CEO, Public Technologies

to add metadata to the aggregated unstructured content and organize it in a way that it could be routed to, and consumed by, the ultimate users. "One of the things I like most about Intelligent Tagging …" – added Mr. Cambiaso – "… is the fact it provides you with all the flexibility you need to deploy fully customized solutions. There is no plug-in solution to the problems we are facing; you need the most open and flexible approach if you want to deliver a highly qualitative solution to the end users."

PUBLIC AND PERMID

In addition to Intelligent Tagging, Public also embraced PermID to be able to identify the organizations issuing the content and simplify the integration with third-party platforms. All clients require specific organizational coverage, and this is an aspect that PermID can facilitate by streamlining end-to-end workflow processes for Public Technologies. Its advanced delivery and mapping capabilities simplified Public's business processes and allowed the company not only to reduce their own costs, but the costs for their clients when mapping their entities to Public Technologies' universe. "The availability of a cross-platform, open standard is very important for us," Mr. Cambiaso said, "as it saved a lot of time and costs involved in identifying the issuers of the content we aggregate, especially in the very fragmented world of private companies." Features of permid.org that stood out for Public were the entity search API and bulk download capability for organizations' data. Public Technologies are encouraging their own customers and partners to adopt PermID due to the quality of data and the standardization and linkage that it can provide for them.

Screenshot captured in Eikon on Apr. 30, 2019 showing Public Technologies delivering full earnings disclosure by Diebold Nixdorf (NYSE:DBD) before any other provider.

CUSTOMER BENEFITS

The two main benefits that Intelligent Tagging has brought to Public is firstly, the ability to segment content, and secondly, the speed at which content is processed and made available to clients. Intelligent Tagging goes far beyond classic entity identification and has increased efficiency within Public Technologies' workflow so that they can now collect, organize and ultimately control more content with less cost. This is due to the advanced analytics and technologies behind the solution.

Mr. Cambiaso declared that, "By having a framework in place including Intelligent Tagging and PermID, the integration of all content around consistent taxonomy and unique identifiers allows us to make and deliver a robust solution to a problem that was causing a lot of undesired costs and product issues to our clients."

PUBLIC IN EIKON

In July 2016, Public was included in the news sources of Eikon – Refinitiv's flagship desktop product. With the inclusion of Public, Eikon users are now receiving market-sensitive information that was not easily accessible before, ranging from corporate and financial disclosure from small caps and companies listed on less transparent markets to private companies, economic indicators, regulatory and industry news. The unique coverage of Public is now impacting the global markets via Eikon and is in the process of being adopted by many other leading financial platforms.

ABOUT REFINITIV

Refinitiv is one of the world's largest providers of financial markets data and infrastructure, serving over 40,000 institutions in over 190 countries. We are new market pioneers with 167 years of confidence. We provide leading data and insights, trading platforms, and open data and technology platforms that connect a thriving global financial markets community – driving performance in trading, investment, wealth management, regulatory compliance, market data management, enterprise risk and fighting financial crime.

ABOUT PUBLIC TECHNOLOGIES

Public Technologies (aka "Public" or "PUBT") is a news technology company based in New York. Every day, Public collects, organizes and distributes over 17,000 press releases, company announcements, government statements and corporate news issued in 40 languages by more than 47,000 leading organizations from 192 countries including more than 18,000 companies listed on 175 exchanges. Public automates the entire process of aggregating, analyzing and distributing market-sensitive information about companies, markets, industries, policy and economic indicators. The content is automatically analyzed and categorized according to a constantly growing, fully expandable taxonomy designed to support targeted distribution in editorial and financial environments. Public's clients are media organizations who want to enhance the reach of their products and reduce their news-gathering costs, as well as market data platforms and financial information providers who are looking for a solution to bridge the critical gaps generated by existing workflows. For more information, go to publicnow.com.

Visit **refinitiv.com/eikon**

Public.

REFINITIV™

DATA IS JUST
THE BEGINNING