

OTC Markets

Promotion Data File Specification

Change history

Date	Version	Description
4/2019	1.1	Addition of Expert Market Tier
3/2018	1.0	Initial Version

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1 OTC Markets Promotion Data File

1.1 Overview

The OTC Markets Promotion Data File provides basic security master information and information on promoted securities in the OTC market. The product includes key security master file information, including: Caveat Emptor, OTC Market Tier, Shares Outstanding along with symbol and CUSIP data.

The file also includes information on promoted securities in the OTC market. The file notes securities which are currently undergoing an 'Active Promotion' along with information on securities which have been promoted in the past. Details regarding the parameters for promotion are noted below in the 'File Data Elements' section.

1.2 File Types

The OTC Promotion Data File is available to customers in pipe delimited format. The file is created on every trading day and placed OTC Markets' FTP server at ~ 4 AM and 6 PM.

Files will be created with and without the CUSIP field included¹. File naming convention is as follows:

- 4 AM Base File CUSIP included: promotion-data-YYYY-MM-DD-AM.txt
- 4 AM Base File CUSIP not included: promotion-data-no-cusip-YYYY-MM-DD-AM.txt

- 6 PM Base File CUSIP included: promotion-data-YYYY-MM-DD-PM.txt
- 6 PM Base File CUSIP not included: promotion-data-no-cusip-YYYY-MM-DD-PM.txt

The first row of the pipe delimited file includes column labels. File size is approximately 6 MB.

The Promotion Data File is accompanied by a 'Validation File' which notes file name, source, date/time and record count. The validation file is in pipe delimited format. These files assist firms in confirming that they have properly processed the Promotion Data File.

Validation files are made available with each iteration of the Promotion Data File (AM/PM). Naming convention is as follows:

¹ CUSIP is a unique nine-character alphanumeric code appearing on the face of each stock or bond certificate that is assigned to a security by Standard & Poor's Corporation. CUSIP numbers are the property of the American Bankers Association (ABA) and are administered by Standard & Poor's. Since OTC Markets Group neither owns nor controls CUSIP numbers, distributors cannot be authorized to receive the daily list or fundamental data files including CUSIP data unless they have a daily license in place with CUSIP. Distributors please note: OTC Markets Group is not responsible for obtaining written approval from CUSIP prior to authorizing data distributors to externally redistribute CUSIP data; it is the responsibility of the data distributor to obtain such CUSIP permission for their downstream customers.

- 4 AM Promotion Data File CUSIP included: promotion-data-validation-YYYY-MM-DD-AM.txt
- 4 AM Promotion Data File CUSIP not included: promotion-data-validation-no-cusip-YYYY-MM-DD-AM.txt
- 6 PM Promotion Data File CUSIP included: promotion-data-validation-YYYY-MM-DD-AM.txt
- 6 PM Promotion Data File CUSIP not included: promotion-data-validation-no-cusip-YYYY-MM-DD-AM.txt

1.3 File Data Elements

Data Element Label	Description	Data Type
Date	File creation date	Date
SecID	OTC Markets Group unique identifier for security	Integer
CompID	OTC Markets Group unique company identifier for security.	Integer
Symbol	US markets symbol	Char (15)
CUSIP	S&P Unique Security Identifier	Char (9)
Company Name	Company Name	Varchar (75)
Security Name	Security Name	Char (50)
Venue	US trading venue	Char (20)
Security Type	Security Type (e.g. common, unit, warrant)	Varchar (75)
Security Class	Security Class	Char (1)
Caveat Emptor	Caveat Emptor (Buyer Beware) Flag (Y/N)	Char (1)
OTC Marketplace	Security Marketplace (OTCQX, OTCQB etc.)	Varchar (100)
OTC Marketplace ID	OTC Marketplace identifier	
	Marketplace ID	Marketplace Name
	5	OTCQX International Premier
	1	OTCQX U.S. Premier
	6	OTCQX International
	2	OTCQX U.S.
	10	OTCQB
	20	Pink Current
	21	Pink Limited
		Integer

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	22	Pink No Information													
	11	FINRA BB Only													
	30	Grey Market													
	40	Expert Market													
Reporting Standard	<p>Company reporting standard. Values include:</p> <ul style="list-style-type: none"> • Alternative Reporting Standard • SEC Filer • Bank/Thrift Reporting • Insurance Reporting • FINRA Reporting • International Reporting • SEC Reporting – Investment Company • Another Reporting Standard • No Reporting Standard 		Varchar (50)												
Security Status	<p>Security Status – Possible values include:</p> <table border="1"> <thead> <tr> <th>Status Value</th> <th>Status Description</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Active, freely trading security</td> </tr> <tr> <td>S</td> <td>SEC suspension</td> </tr> <tr> <td>H</td> <td>FINRA halt</td> </tr> <tr> <td>I</td> <td>Internal OTC Markets halt</td> </tr> <tr> <td>R</td> <td>SEC revocation</td> </tr> </tbody> </table>		Status Value	Status Description	A	Active, freely trading security	S	SEC suspension	H	FINRA halt	I	Internal OTC Markets halt	R	SEC revocation	Varchar (20)
Status Value	Status Description														
A	Active, freely trading security														
S	SEC suspension														
H	FINRA halt														
I	Internal OTC Markets halt														
R	SEC revocation														
Piggyback Qualified	<p>Piggyback Qualification status for the respective security. For more information, see: https://www.law.cornell.edu/cfr/text/17/240.15c2-11</p>		Varchar (1)												
Home Market Trading Symbol	<p>Home market symbol for foreign securities (e.g. F shares, ADRs)</p>		Varchar (10)												
Home Market Trading Venue	<p>Home market trading venue for foreign securities</p>		Varchar (50)												
Home Market Trading Venue Tier	<p>Home market trading venue tier. A venue tier is a subset of the main venue. For example, the LSE AIM market.</p>		Varchar (50)												
Ratio – Common Shares: ADRs	<p>ADR ratio (Common to ADR) expressed as rational number. The number is the number of ordinary shares per ADR. Therefore '10' equals a ratio of 10 ordinary shares to 1 ADR.</p>		Decimal (11,5)												
Total Shares Outstanding	<p>Shares outstanding for respective security</p>		Decimal (16,1)												

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Total Shares Outstanding As Of Date	Shares outstanding as of date	Date
Total Shares Authorized	Shares authorized for respective security	Decimal (16,1)
Total Shares Authorized As Of Date	Shares authorized as of date	Date
Market Capitalization	Market cap for respective security. If company has multiple classes of securities, Market cap is not aggregated across classes.	Decimal (20,1)
Shell Status	Flag noting whether a company is a shell company	Char (1)
20 Day Avg Volume	Mean share volume for past 20 trading days	Integer
30 Day Avg Volume	Mean share volume for past 30 trading days	Integer
Transfer Agent Verified	Flag noting if shares outstanding data is received directly from Transfer Agent	Char (1)
Transfer Agent	Transfer Agent(s) associated with security. If multiple transfer agents are associated with security they will be separated by a semi-colon.	Varchar (200)
Company Profile Verified	Flag noting if company profile data is verified by the issuer. Verified data may not be more than six months old. See Company Profile Verified as of date field.	Char (1)
Company Profile Verified As Of Date	Profile verification as of date.	Date
Active Promotion	Flag noting if a security is being actively promoted. Active promotion is defined as promotion occurring within past 15 trading days.	Char (1)
Most Recent Promotion Date	Notes date of most recent promotion. If security is not actively being promoted the date will be > 15 trading days in the past. If the security is being promoted, then it will be within last 15 trading days. If the security has never been promoted, then value will be NULL.	Date

1.3.1 Validation File

Data Element Label	Description	Data Type
Datafile	Name of Data File for validation	Varchar (75)
Source	Datafile source firm name (Always OTC Markets Group)	Varchar (25)
Date/Time	Date/Time file was placed on FTP server	DateTime
Record Count	Total number of records for Datafile	Integer

1.4 File Delivery

The Promotion Data File will be made available to customers via FTP. Files will be placed in a directory entitled 'Promotion-Data' at 4AM and 6PM on trading days.

Files will be kept on the ftp server for two weeks. For historical files, please email techsupport@otcmarkets.com and note 'OTC Markets Promotion Data File' in the subject line.

FTP url: <ftp://ftp.otcmarkets.com>

Username and Passwords will be supplied by an OTC Markets Group account representative.

1.5 Customer Support

If you have any issues regarding the Promotion Data File data or delivery, please contact us using the below information:

Data Delivery – Technical Questions

Email: techsupport@otcmarkets.com

Telephone: 212.896.4411

Data Quality – Historical Data

Email: techsupport@otcmarkets.com – please note 'OTC Compliance Analytics Product' in the subject line

Appendix

OTC Markets

Additional details regarding OTC Markets and disclosure categories may be found at:

<http://www.otcmarkets.com/learn/otc-market-tiers>

Tier	Description
OTCQX International Premier	The highest tier for international exchange listed companies that are able to meet the financial qualifications of the NYSE's Worldwide Listing Standards. International Premier provides a mechanism for companies to make their home country disclosure available in English to U.S. investors rather than via duplicative SEC reporting requirements.
OTCQX U.S. Premier	The highest tier for U.S. companies that trade over-the-counter, Premier identifies issuers that are able to meet the financial requirements of NASDAQ's Capital Market continued listing standards. U.S. Premier provides a credible disclosure process for companies that choose not to be SEC-reporting or, for SEC reporting companies, a more reputable platform for growth or a springboard to a NASDAQ listing.
OTCQX International	This tier identifies those companies that are listed on an international exchange but are not of sufficient size to list on International Premier.
OTCQX U.S.	Identifies issuers that have ongoing business operations with audited financials and management review, but not of sufficient size to be on U.S. Premier.
OTCQB	The OTCQB® Venture Market is for entrepreneurial and development stage U.S. and international companies that are unable to qualify for OTCQX. To be eligible, companies must be current in their reporting and undergo an annual verification and management certification process. Companies must meet a minimum \$0.01 bid price test and may not be in bankruptcy
Pink Current	Companies that follow the International Reporting Standard or the Alternative Reporting Standard by making filings publicly available through the OTC Disclosure & News Service pursuant to Pink Basic Disclosure Guidelines are designated as Pink Current. The Current Information category is based on the level of disclosure and is not a designation of quality or investment risk. This category includes shell or development stage companies with little or no operations as well as companies without audited financials and as such should be considered extremely speculative by investors
Pink Limited	Designed for companies with financial reporting problems, economic distress, or in bankruptcy to make the limited information they have publicly available. The Limited Information category also includes companies that may not be troubled, but are unwilling to meet OTC Markets' Guidelines for Providing Adequate Current Information. Companies in this category have limited financial information not older than six months available on the OTC Markets News Service or have

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	made a filing on the SEC's EDGAR system in the previous six months.
Pink No Information	Indicates companies that are not able or willing to provide disclosure to the public markets - either to a regulator, an exchange or OTC Markets Group. Companies in this category do not make Current Information available via OTC Markets News Service, or if they do, the available information is older than six months. This category includes defunct companies that have ceased operations as well as 'dark' companies with questionable management and market disclosure practices. Publicly traded companies that are not willing to provide information to investors should be treated with suspicion and their securities should be considered highly risky.
FINRA BB Only	This security is quoted solely on FINRA's BB quotation system.
Grey Market	There are no market makers in this security. It is not listed, traded or quoted on any stock exchange, the FINRA BB or OTC Link. Trades in grey market stocks are reported by broker-dealers to their Self-Regulatory Organization (SRO) and the SRO distributes the trade data to market data vendors and financial websites so investors can track price and volume. Since grey market securities are not traded or quoted on an exchange or interdealer quotation system, investor's bids and offers are not collected in a central spot so market transparency is diminished and Best Execution of orders is difficult.
Expert Market	Private market to serve broker-dealer pricing and best execution needs in securities that are restricted from public quoting or trading. Restrictions can be based on issuer requirements, security attributes, investor accreditation and/or suitability risks.

Caveat Emptor

Caveat Emptor (Buyer Beware)	Buyer Beware. There is a public interest concern associated with the company, which may include a spam campaign, questionable stock promotion, known investigation of fraudulent activity committed by the company or insiders, regulatory suspensions, or disruptive corporate actions. During the time it is labeled Caveat Emptor, any stock that is not in the Current Information category will also have its quotes blocked on otcmarkets.com.
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