



Prosparency's Know Your Subscriber (KYS™) Solution Selected by ICE Data Services

NEW YORK – Prosparency LLC announced today that ICE Data Services, which is part of Intercontinental Exchange (NYSE: ICE), will use Prosparency's cutting-edge Know Your Subscriber (**KYS™**) platform to quickly and accurately identify and verify the status of subscribers.

Prosparency's **KYS™** uses machine learning, proprietary algorithms, and data queries to vastly increase the speed and accuracy of validating subscriber classification. This mitigates the risk of subscribers being misclassified, thereby greatly reducing non-compliance by market data providers and lost revenue from incomplete audits.

The **KYS™** platform provides ICE Data Services with a dynamic, scalable and cost-effective subscriber classification and qualification solution that adheres to general data protection requirements and has had great success within the market data industry. The level of clarity and granularity that Prosparency provides goes far beyond the self-reporting, "honesty based" business model the market data industry has been using over the past few decades.

"As markets continue to evolve, we're pleased to work with companies like Prosparency, which help us gain better insight into the types of subscribers utilizing our market data and trading platforms," said Lynn Martin, President and COO of ICE Data Services."

"Prosparency welcomes ICE Data Services to our **KYS™** platform. We would like to thank them for recognizing our technology investment in the professional and non-professional classification space as well as our ability to produce economically significant results for our growing user base," said Prosparency's Founder and Chief Technology Officer Weijian Zeng. "Our mission is to build industry-leading applications, enabling clients like ICE Data Services to add a layer of protection to their existing subscriber classification processes."

About Prosparency LLC

Prosparency is a technology firm dedicated to helping the market data industry understand and identify their subscribers better. We believe that through the intelligent application of technology, plus adhering to the compliance related to security and privacy requirements, we will be able to help with compliance, policy development, industry best practices, and collaboration between consumer firms, vendors and exchanges. More details are available at www.prosparency.com. Follow us on LinkedIn.

With a leading-edge approach to developing technology platforms, we have built market infrastructure in all major trading centers, offering customers the ability to manage risk and make informed decisions in the geography of their choice. By leveraging our core strengths in our markets, clearing, data and technology, we continue to identify new ways to serve our customers and transform global markets.

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