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MERRY
CHRISTMAS
FROM ALL AT
PROXIMAL
CONSULTING

◆
DUE
DILIGENCE
REPORT ON
SANTA CLAUS

◆
ALL AROUND
THE WORLD
2007

◆
SERVICE
DIRECTORY
&
CONTACT
DETAILS

■ **Welcome to the Christmas 2007 edition of the Proximal Consulting Review.** We at Proximal Consulting would like to take this opportunity to wish all our readers a very Merry Christmas. In this special festive edition of the Proximal Consulting Review you will find a rather interesting due diligence report as well as a round up of interesting news stories from 2007. This year, in an effort to be environmentally and socially responsible, Proximal Consulting has decided to ????. Instead of sending traditional Christmas cards. Further details of this donation can be provided on request. We hope you enjoy reading and as always we welcome your feedback - contact us at newsletter@proximalconsulting.com. Once again, Merry Christmas and a Happy New Year!

DUE DILIGENCE REPORT ON SANTA CLAUS

■ We have been requested to carry out a due diligence review on a mysterious and elusive individual named Santa Claus. Our findings are as follows:

BIOGRAPHICAL DETAILS

We have confirmed that the subject, Santa Claus, uses various other names and is also known as Saint Nicholas, Father Christmas, Papa Noel, Christkind and Kris Kringle. We have some concerns about this use of different identities and question the motives behind it.

Our associates in various locations have produced conflicting results regarding the subject's origins. Along with references to Santa Claus being born in the 3rd century, there are also suggestions that he was born in the 17th century. It should be noted, however, that we have found various mentions of the subject as being 'immortal.' Enquiries from our associates have further produced contradictory findings regarding the subject's place of birth, although it is our belief that Santa Claus was born in Patara in Lycia (a region in the modern-day province of Antalya on the southern coast of Turkey).

We understand that Mr Claus is a Finnish citizen who is registered as residing at an address of:

Santa's Grotto
Lapland

We have been informed that the above address is located on the mountain of Korvatunturi, in Lapland, on the border of Finland and Russia.

We have established that the subject is married to Mrs Santa Claus (also known as Mary Christmas or Mother Christmas). Once again we have concerns about the multiple identities used by the subject's wife. The only information that we can confirm regarding the subject's spouse is that she is a full-time house wife. We believe that the couple do not have any children, although it is our understanding that the subject is extremely fond of children (more details of this will follow later in this report).

Alongside the residence listed above, our research has also verified that the subject owns a workshop/factory, also located at this address. However, we feel that it is important to point out that the same address (Santa's Grotto, Lapland) has been found at various department stores throughout the world, particularly during the month of December. This leads us to question the authenticity of the subject's address.

Our searches have produced a reference to the subject's main vehicle, which does not appear to be registered with the relevant authorities in Lapland. However, it is reported to be



used for a very long journey once a year. The aforementioned vehicle has been described as a sleigh which is pulled by nine reindeer. After extensive research and investigation, we can confirm the reindeer's names as Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, Blitzen and Rudolph. Our Finnish associates inform us that Mr Claus holds a valid pilot's license.

CAREER PROFILE AND BUSINESS INTERESTS

Our research has established that Santa Claus used to be a Christian bishop and was known by the name 'Saint Nicholas,' who was famous for his generous gifts to the poor.

After moving to his current residence, it is our understanding that Santa Claus set up his own small workshop, where (we believe) he worked tirelessly to hone his skills as a toy maker.

In 1915 Santa Claus allegedly struck a sponsorship deal with the American beverage company, White Rock Beverages, and was the face of their mineral water advertising campaign. It is our understanding that the subject earned a substantial amount of money from this deal and this is his original source of funds (although it should be noted that our research has not given us any indication of the exact figures). The same major soft drinks company then offered the subject a second sponsorship deal in 1923, this time for an advertising campaign promoting the company's ginger ale.

In the 1930s Santa Claus was offered a third sponsorship deal by Coca Cola, the largest manufacturer, distributor and marketer of soft drinks in the world. Our associates have not been able to confirm the sum earned by the subject (although we believe it to be vast) however we have established that this campaign helped to significantly increase sales of Coca Cola throughout the winter months.



As a consequence, the subject was able to publicize his services as a toy maker throughout the world, or at the very least in the countries in which Coca Cola is sold.

Due to the enormous sums of money that Santa Claus earned during these three campaigns, it is our understanding that he was able to build a large toy factory and employ extra help to design and produce toys. We have established that this extra help came in the form of elves. Our research has not identified any information regarding Mr Claus' financial arrangements, and we are unable to confirm how (or indeed if) these elves are paid. We draw our client's attention to the reputational risk of entering a relationship with the subject who may face sustained allegations of utilising cheap labour and not thus meeting international labour standards in his factory.

OTHER RESEARCH AND INVESTIGATIONS

Our associates have informed us that the subject is well-known for his philanthropic activities and it is our understanding that after the Coca Cola campaign, Santa Claus received thousands of letters each year from children requesting toys. Our associates have established that each letter contained a 'wish list' detailing the toys that each child wanted.

In summary, the subject's main business activities appear to be producing toys and it is reported that on the 24th December each year the subject flies around the world on his sleigh and delivers these gifts to children. Our associates have suggested that the subject maintains a record of all the good and bad behaviour of children, and bestows gifts accordingly.

Our research has produced allegations of alcohol abuse against the subject. It has been noted that on the 24th December, the subject drinks large quantities of sherry, glasses of which are left out for him by the children and their families. It is alleged that the subject is flying whilst heavily under the influence of alcohol. However, at present, the subject does not appear to have any penalties recorded on his pilot's license and we have not identified any drink-related incidents involving him.

We have also identified numerous impostors posing as Santa Claus throughout the world, all of whom giving the same details as outlined in this report, including name, address and business activities. It is our belief that the client should take this into consideration, when dealing with the subject and to ensure that the individual that they are dealing with is the 'original' Santa Claus.

We are aware that there have been a very large number of unsubstantiated claims that Santa Claus is responsible for illegally entering numerous residential homes using somewhat novel entry procedures on the late evening of 24 December or the early hours of 25 December each year. Despite extensive investigations we have been unable to locate any eye witnesses to these claimed occurrences but draw our client's attention to them.

Additionally we have carried out a comprehensive set of verifications utilizing confidential catalogues and lists containing extensive intelligence on organised crime and money laundering. We have identified no references to Santa Claus.



ALL AROUND THE WORLD

■ Some true stories that we've seen during 2007 and particularly liked...

UNITED KINGDOM:

A gang has been accused of attempting to persuade the Bank of England to honour forged notes worth £28 billion – which is the equivalent value of almost three quarters of all money in circulation in the country.

UNITED STATES:

An Augusta man was accused of trying to open a bank account with a \$1 million note; the month before a man in Pittsburgh had tried to pay for his shopping at a grocery store with another \$1 million note. For information, the largest denomination of currency ever issued in the US was a \$100,000 Gold Certificate printed in 1934.

ROMANIA & SWEDEN:

Robbers broke into a bank overnight, only to realise (which they should have perhaps done prior to their entry) that the bank had relocated to new premises and the building was completely empty. The Romanian would be robbers were obviously related (if only in spirit) to two Swedish men who, in October, attempted to rob a bank in Stockholm that clearly displayed that it was a "cashless bank".

UNITED STATES:

A man robbed a New Hampshire bank whilst disguised as a tree (we know it's true, as we've seen the CCTV footage – but so did one of the customers in the bank at the time, who recognized the man who was subsequently arrested); A man in Pennsylvania dispensed with disguises altogether and tried to rob a convenience store wearing only a hat; whilst a Kentucky man got away with \$175 from an ice cream store by threatening staff with a stapler.

AUSTRIA:

Muggers snatched the handbag of an Austrian woman only to realise that it contained nothing but a dead rabbit. The victim together with her daughter was taking the dead pet to the countryside to bury it.

UNITED KINGDOM & UNITED STATES:

A burglar in the north of England made it easy for the Police to identify him when he left a bottle of medicine with his name on it on the grass outside the house that he had just broken into. A burglar in Wisconsin went one better by leaving his trousers and shoes at the scene of his crime after a scuffle with the home owner. The burglar escaped wearing just a sweatshirt and boxer shorts – and was found hiding in long grass nearby in the same state of undress.

UNITED STATES:

A man who was tired of burglars breaking into his house set up explosive booby traps around his property – and then almost blew his own hand off by setting off one of the bomb like devices himself.

MALAYSIA:

a Malaysian man tried to bribe a police officer after he was stopped for suspected drunk driving. The drink-screening test showed that the driver was under the legal alcohol limit – but he was then promptly arrested on a corruption charge. He allegedly tried to bribe the officer with 50 ringgit but ended up with a fine of 1,000 ringgit.

UNITED STATES:

A man who thought that he was asking a friend about a drug deal actually sent his text message to a state police officer (who now had the mobile phone number that used to belong to the man's friend) who arranged a meeting which lead to the man's arrest.

SERVICE DIRECTORY



NEWSLETTER INFORMATION

Can you afford to be without this critical intelligence? You can subscribe to this newsletter and download all previous issues from our website. *Issue 5 of the Proximal Consulting Review is brought to you by Peter Lilley, Jaqueline Ahmed, Jane Smith, Alison Keyzor & Julie Venis.*



DUE DILIGENCE BACKGROUND REPORTS

One of our core business areas is providing global due diligence background reports on individuals and/or companies that are structured to provide focused intelligence in a cost efficient manner and in accordance with your needs. More importantly, our many years of experience in this field ensure that the legal and regulatory obligations of our clients in regard to due diligence are met. We ensure that you, as our client, are not exposed to reputational, operational, legal or concentration risks. Additionally, we have a wealth of experience in providing **MERCHANT BACKGROUND CHECKS**.



KYC DUE DILIGENCE WARNING BULLETIN

We publish a monthly KYC Due Diligence Warning Bulletin which details critical intelligence on a worldwide basis concerning individuals and companies that are known to be involved in fraudulent and/or money laundering activity. The annual subscription is £250 and includes a monthly updated fully searchable database that incorporates all entries from the first bulletin, published in February 2003. This database now contains over 5,000 warning entries.



COUNTRY REPORTS

Our country reports provide you with reliable and credible advice on country risks, a further invaluable tool for staying ahead in the fast-moving international business environment of today. We analyse national and local risks in each country and provide a detailed examination of political, general business, money laundering and corruption factors.



AML TRAINING

We provide a full range of high quality Anti Money Laundering training and prevention services. These include: creating and devising KYC and AML procedures, designing and delivering customised AML training packages, producing definitive AML training material (including client-specific training films), evaluating your AML "defences" to ensure regulatory compliance together with providing ongoing AML advice and guidance either on a general level or relating to specific events.



ASSET TRACING & OTHER INVESTIGATIONS

We are able to provide our clients with proven methodologies and the latest tools for investigation, evidence gathering and asset location to freeze and seize funds. Our in-house abilities together with our global network of contacts ensure that we are able to provide a worldwide coverage. Additionally, we have substantial experience in developing overall winning strategies in asset tracing projects and other types of complex and high profile investigations.

FURTHER READING...



DIRTY DEALING

The third completely revised edition of Peter Lilley's acclaimed book on money laundering was published during 2006.

One of "Director" magazine's business books of the year.

"Entertaining, well written & well presented"
The Irish Times

www.dirtydealing.net



HACKED ATTACKED & ABUSED

"Hacked, Attacked & Abused" exposes the full extent of digital crime and how to avoid falling victim to it.

"This book is an excellent exposé of digital crime stemming from Peter Lilley's own expertise in the field of prevention, detection and investigation of global business crime and money laundering"

-*Asian Voice*

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