

Secure financial transactions start with LEI

Legal entity identifiers help you identify your company



Since the establishment of the LEI system, a series of global regulatory initiatives have prompted – and in some cases required – market participants to adopt unique Legal Entity Identifiers. GS1 supports the global implementation of the LEI and can help you with obtaining, renewing, transferring and managing your LEI.

September 2008: Wall Street is in a state of shock. The failure of US investment bank, Lehman Brothers, triggers a catastrophic chain reaction which ultimately results in a global financial crisis. One of the causes: a lack of transparency in the market for bilaterally agreed derivatives within extricable business relations.

An important standard for identification

As a consequence of the crisis and in an effort to create more transparency and security for all participants, the Legal Entity Identifier was introduced: a new standard which allows parties to financial transactions to be uniquely identified worldwide. This is obligatory for a wide range of companies, amongst other export-oriented companies and those involved in derivatives trading, e.g. big names in the consumer goods industry, must have an LEI.

GS1 helps you comply with global regulatory requirements

GS1 operates as a Local Operating Unit (LOU) within the Global LEI System (GLEIS), so legal entities from all jurisdictions involved in financial transactions can use the GS1 platform to register for LEIs. GS1 offers a global LEI service, which enables large global organizations with many legal entity subsidiaries and affiliates to register and maintain the reference data for all their entities in a single location. Companies can apply for an LEI via the portal at www.lei.direct.

Three easy steps to obtain your LEI (Legal Entity Identifier):

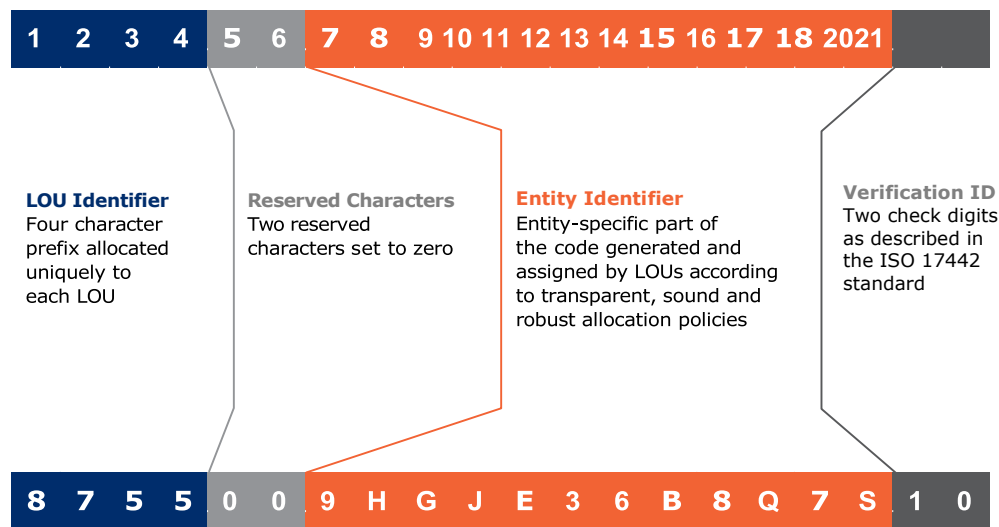
Go to www.lei.direct

- 1. Register.**
- 2. Apply.**
- 3. Receive an LEI.**

LEI.direct – log in & get started right away.



Structure of the Legal Entity Identifier (LEI) with LOU Identifier prefix 8755 (example)



A global LEI service with local support

GS1 is accredited by GLEIF to issue and manage LEIs globally. GS1 offers support locally from its network of 112 Member Organisations. GS1 Member Organisations act as Registration Agents and support local companies with LEI services. Customers benefit from working with a local account manager that speaks the same language and has expertise in data validation and knowledge of local laws and regulations.

What is GS1 Hong Kong's role?

GS1 Hong Kong is the local Registration Agent for LEI service and is uniquely qualified to offer a complete LEI service in Hong Kong.

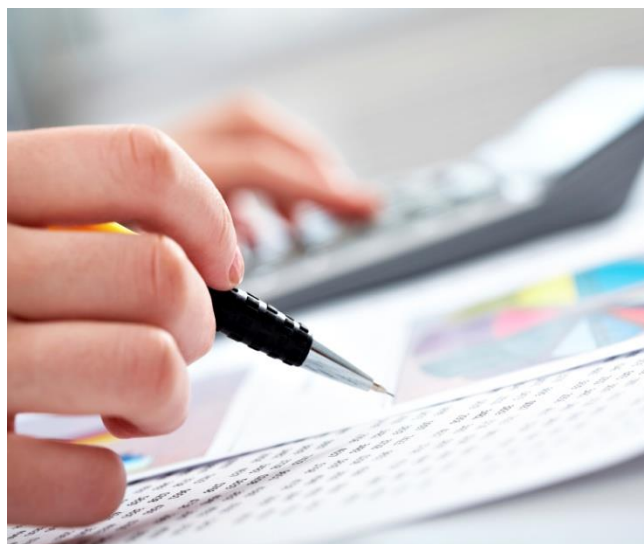
The Portal: www.lei.direct



Would you like to know more about the LEI and the background to the standard? Would you like to submit an on-line application? Or do you already have an LEI that you wish to transfer to GS1? No problem. You can find all the information you need on the web portal www.lei.direct.

Your benefits at a glance

- The LEI application can be conveniently submitted via the web portal www.lei.direct.
- GS1 has over 40 years of experience with the unique global identification of entities and products and is equipped to offer a complete LEI service, providing transparency, security and trust.
- GS1 and its global network of 112 Member Organisations are uniquely qualified to offer complete LEI services, with expertise in data validation and knowledge of local language, laws and regulations.
- GS1 has been an LEI issuing agency officially accredited by GLEIF since February 2017.



Contact GS1 Hong Kong now for any enquiry via email at lei@gs1hk.org

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