

## **ShapeShift joins Global Digital Finance and assumes a seat on the Advisory Council**

**In addition to joining the Advisory Council, ShapeShift also registers their self-attestation to the GDF Code of Conduct registry**

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**London and New York - 31 October, 2019** – Global Digital Finance (GDF), the global member association who works with industry participants, policy makers and regulators across the world to develop supranational best practices and Codes of Conduct for digital assets, announces today that ShapeShift, a leading digital asset exchange, has joined GDF and the GDF Advisory Board.

ShapeShift joins Archax, Bandman Advisors, Cambrial, Circle, Coinbase, ConsenSys, Crypto Compare, Diginex, DLA Piper, 11FS, Elipses, Hogan Lovells, Huobi, Messari, Metaco, R3, Radix, Solidus Labs, Steptoe & Johnson on the GDF Advisory Council. The Advisory Council supports the GDF community in the ongoing development of the GDF Code of Conduct and the Code Registration Programme, which enables GDF member firms to self-attest their compliance to the Code of Conduct.

*“ShapeShift is excited to be partnering with GDF; an organization working to bring about mainstream adoption in the digital currency space by clearing regulatory uncertainty and obstacles,” says ShapeShift Founder and CEO, Erik Voorhees. “We look forward to contributing to the future leadership of GDF through our position on the Advisory Council.”*

ShapeShift has also registered its self-attestation to the GDF Registry, committing to adopt the GDF Code of Conduct, including Part I: Introduction and Overarching Principles and Part III: Principles for Token Trading Platforms and Part VIII: Principles for KYC and AML.

*“GDF is delighted to welcome ShapeShift, one of the industry’s longest-established crypto marketplaces, to our membership. ShapeShift’s cryptocurrency ecosystem expertise complements our Advisory Council as we continue to develop the community-led GDF Codes of Conduct, best practices and standards, and contribute to our ongoing policymaker outreach to support education, understanding and the development of balanced regulation,” says Teana Baker-Taylor, Executive Director of Global Digital Finance.*

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## **About ShapeShift**

ShapeShift is an internationally renowned cryptocurrency trading platform, founded by Bitcoin entrepreneur Erik Voorhees. The company recently released its self-custody [ShapeShift Platform](#), allowing users to buy crypto with fiat, trade, track, and secure their crypto through a simple and beautiful web interface.

## **About [Global Digital Finance](#) (GDF)**

GDF is an industry membership body that promotes the adoption of best practices for crypto and digital assets and digital finance technologies, through the development of conduct standards, in a shared engagement forum with market participants, policymakers and regulators.

Global Digital Finance endeavours to drive efficient, fair and transparent crypto asset markets by building a knowledge base and best practice for “Truly Digital” finance and the benefits tokens can bring all market participants. We promote an inclusive vision in which crypto assets and token markets can evolve and grow in complement within traditional financial services.

[GDF Code of Conduct](#)

[GDF Registry](#)

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For further enquiries, please contact:

### **Global Digital Finance (GDF)**

Teana Baker-Taylor  
Executive Director  
E: [teana@gdf.io](mailto:teana@gdf.io)

### **ShapeShift**

Ari Chernoff  
Marketing & PR Coordinator  
E: [ari@shapeshift.io](mailto:ari@shapeshift.io)

