



GDF Briefing Pack

THE LEADING GLOBAL INDUSTRY ASSOCIATION

Setting the Standards for Digital Assets

GDF Briefing Pack

What we will cover in this briefing pack:

- Who is GDF ?
- What does GDF do?
- How can your team can engage with GDF?



Who is GDF?

GDF recently merged with GBBC. The merger sees the two organizations join their respective resources, assets, and membership, becoming the world's largest industry association for the blockchain technology and digital assets ecosystem.

GDF is the leading market standards association for the adoption of cryptocurrencies and digital assets and GBBC is the leading global industry association for the blockchain technology ecosystem. GDF leads all financial services-related activities.

The combined association now has nearly 500 institutional members and 178 ambassadors, operating across 95 jurisdictions and disciplines

GDF: A MEMBERSHIP of over 150 Global Firms



A global leader in codes, standards and best practices



Codes of Conduct In Ecosystem

- **Code I:** Overarching Principles
- **Code II:** Principles for Token Sales
- **Code III:** Principles for Trading Platforms
- **Code IV:** Principles for Funds and Managers
- **Code V:** Principles for Rating Websites
- **Code VI:** Principles for Stablecoins
- **Code VII:** Principles for Security Tokens
- **Code VIII:** Principles for KYC and AML
- **Code IX:** Principles for Custody & Custodians
- **Code X:** Principles for Market Integrity



Standards, Best Practices and Reports In Ecosystem

- **Standard:** IVMS101 InterVasp Messaging
- **Paper :** Best Practice Guide for AML/KYC/CTF
- **Paper:** Tax Treatment for CryptoAssets
- **Report:** The Age of Public Digital Currency: A Guide to Issuance
- **Report / Research Vignette:** Financial Services Leads the Development of Enterprise Blockchain
- **Report:** Digital Assets: Laying ESG Foundations
- **Report:** Cryptoassets and Sanctions Compliance: A Primer
- **Report:** DeFi: Moving the Dialogue on Standards and Regulation Forward



Working Groups

- **Working Group:** Private Market Digitisation, FINP2P (POC)
- **Working Group:** Shared Market Surveillance Pilot
- **Working Group:** DeFi, Report for Policymakers
- **Code:** MiCA
- **Code:** Security Token / Stablecoin Refresh
- **Working Group:** Global FI Standards Group
- **Working Group:** ESG standards for crypto and digital assets
- **Working Group:** Custody
- **Working Groups In Consideration:** Interoperability, Digital Identity, AI / ML

An **ENGAGEMENT**
and **ADVOCACY**
platform with global
regulators and
agencies

60+

The GDF Regulators (ONLY)
Forum

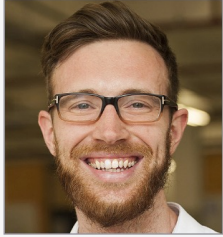
An ongoing outreach,
engagement and industry
stewardship platform
with global regulators and
agencies



The highly experienced and diverse team



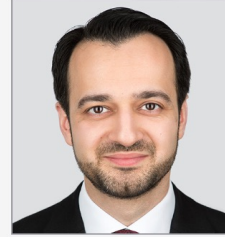
Lawrence Wintermeyer
Chair of the Board



Simon Taylor
Board Member



Jeff Bandman
Board Member



Abdul Haseeb Basit
Chief Financial Officer
and Board Member



Sandra Ro
Board Member



Greg Medcraft
Board Member



Emma Joyce
Chief Executive Officer
and Board Member



Dawn Stump
Board Member, GDF



Dimitrios Psarrakis
Board Member, GDF



Lavan Thasarathakumar
Government and
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Director - EMEA



Andrew Smith
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Director - Americas



Malcolm Wright
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Dina Ellis Rockkind
US Policy Advisor



Anastasia Kinsky
Head of Programmes
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A global network of central and affiliate hubs





What does GDF do?



G B B C
DIGITAL
FINANCE

GDF MISSION

To promote and underpin the greater adoption of market standards for the use of crypto and digital assets, through the development of best practices and governance standards in a shared engagement forum with industry, policymakers and regulators

GDF engages the global ecosystem



Members' priorities are survey and ranked

Top Member Priorities



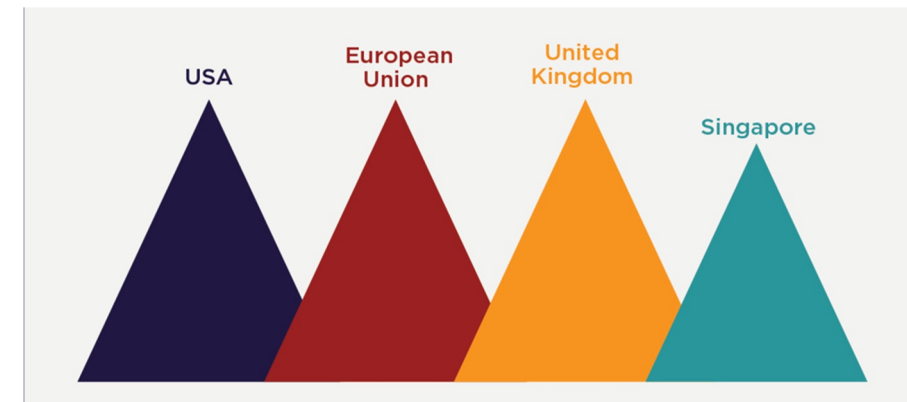
Top Challenges to the Global Crypto and Digital Assets Sector



Top Regulatory Challenges

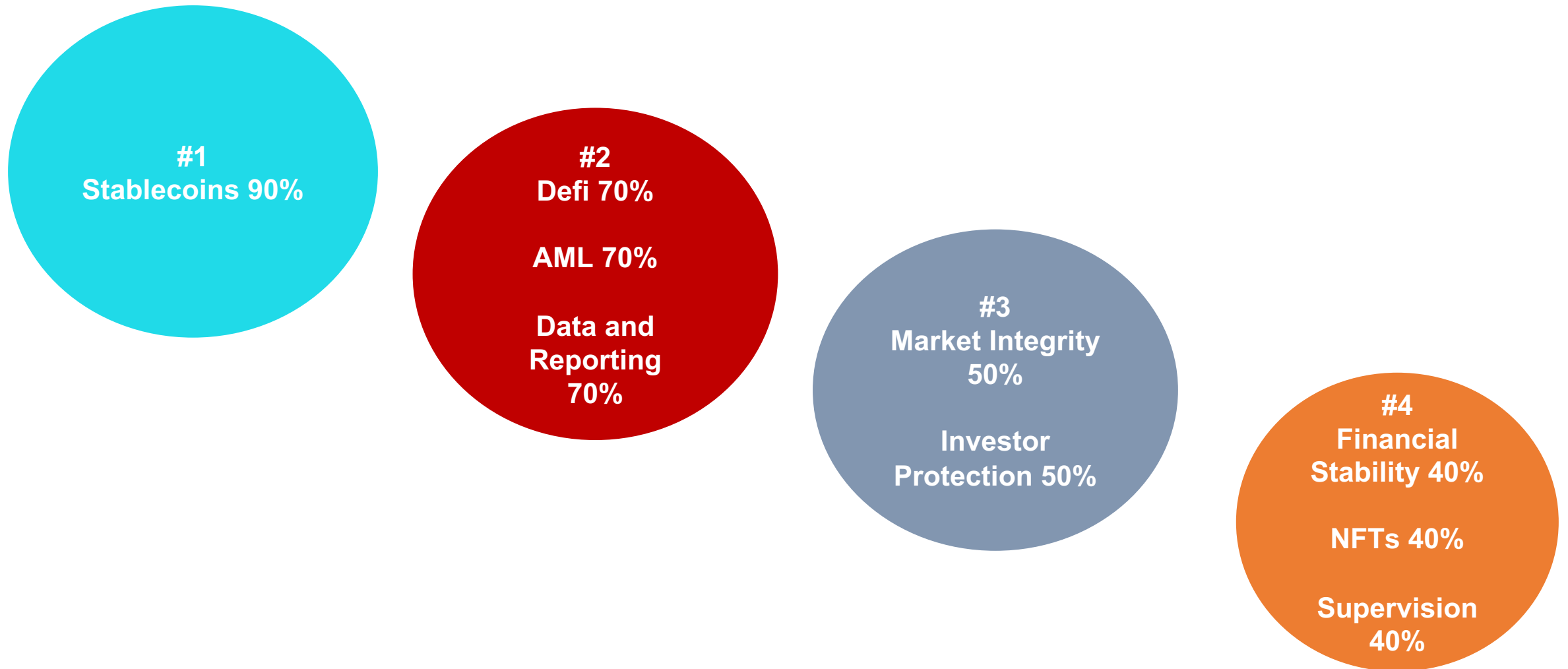


Top Member Priorities for GDF



Top Member Jurisdictional Priorities

Regulators' priorities are surveyed and ranked



Source: GDF Regulator ONLY Forum TOP Priorities for 2022

Members are THE VOICE in the global community



OUR WAYS OF WORKING

- GDF codes and standards are prioritized with member and community input through surveys, engagement, and feedback
- GDF code and standard development is managed by GDF members in working groups, open to community participants
- Working groups are chaired and led by GDF Patron and Advisory Council members
- Codes and standards are further developed through open global plenary summits, input from regulators, and public consultations
- Firms self-attest to the codes and adopt standards which are governed by the Advisory Council

OUR RESULTS

- Codes and standards are prioritized, developed, and written by people like you, in industry firms like yours
- Whole of ecosystem input is achieved through open collaboration, plenary sessions, and global public consultations
- Firms comply with The Code and adopt standards to demonstrate to customers, stakeholders and regulators world class conduct
- Firms attesting to the Code and adopting standards demonstrate conduct credibility with global and jurisdictional regulators and policy makers
- The GDF community has created a network platform for establishing code best practices with one clear community voice



Members engage in regulatory OUTREACH & ADVOCACY

Regulators are engaging with GDF as observers and participating in bilateral previews of codes



Jurisdictional Conduct Regulators

- Regulator ONLY Forum - Quarterly update calls to inform on GDF codes and technical consultations
- Tour de table to share plans, events, and industry trends and developments
- Bilateral previews of GDF draft codes, standards and technical consultations

Global Supranationals and NGOs

- Support independent Joint Working Group (JWG) for FATF R16 InterVASP messaging standard
 - Regular FSB and BIS Read Outs at GDF Summits
 - Leverage existing relationships with G20, FATF, FSB, BIS, OECD, IMF and others
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- Cross pollinate content across policy maker jurisdictions and global agencies
 - Response to industry consultations, ad hoc requests for research, education programs and expert sessions
 - Open invitations to GDF summits, roundtables, conferences and media platforms (webinars, digital assets report, etc.)
 - Promote new models of collaborative engagement to accelerate crypto and digital asset policy
 - Be seen as a 'centre of excellence' resource ACROSS global jurisdictions

Members ACCESS networking, media, and conferences

GDF endeavours to AMPLIFY member and community interest through 4 pillar channels

Promotion & Comms	Engagement & Networking	Editorial & Media	Conferences & Speaking
 <p>GLOBAL DIGITAL FINANCE</p> <p>GDF is an industry membership body that promotes the adoption of best practices for cryptoassets and digital finance technologies, through the development of conduct standards, in a shared engagement forum with market participants, policymakers and regulators.</p> <p>APPLY FOR GLOBAL DIGITAL FINANCE MEMBERSHIP</p> <p>Apply Member Benefits</p>	 <p>GLOBAL DIGITAL FINANCE</p>	 <p>DIGITAL ASSET REPORT</p>	 <p>WINTERMEIER BARTILAN LECKOW</p>
<ul style="list-style-type: none">▪ GDF newsletter and website▪ Digital and social exposure:<ul style="list-style-type: none">GDF CodesSelf Certification ProgrammeMember announcementsIndustry eventsIndustry consultationsMember directory▪ Promote members across global media outlets	<ul style="list-style-type: none">▪ GDF quarterly summits▪ GDF member working groups▪ GDF community & industry events▪ Patron board & advisory council dinners and member events▪ Community introductions▪ Connection with industry association partners	<ul style="list-style-type: none">▪ GDF Digital Asset Report (with Fintech.TV Network) from London Stock Exchange Studios▪ GDF / GBBC Leaders Series Virtual Town Hall member blogs and member generated content sharing▪ GDF Knowledge Series webinars and knowledge sharing▪ GDF Global Policy Series webinars and knowledge sharing	<ul style="list-style-type: none">▪ Speaking opportunities at global conference and industry events:<ul style="list-style-type: none">DavosG20/V20ConsensusMoney 2020World Government SummitUN General AssemblyEtc.▪ GDF and partner Virtual Conference Events for 2020



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How can your team can engage with
GDF?

JOIN the growing Global Digital Finance membership



CHOOSE the engagement level and benefits to meet your objectives

BENEFITS

Closed-door policy meetings
GBBC board seat nomination

Direct regulator and government outreach
GDF curated conference or roundtable
Patron Board position shaping GDF strategy
Advisory Council position setting GDF priorities
Co-Chair and lead working groups
Invites to GDF regulatory roundtables

Attest to the GDF Code of Conduct
Join working groups
Invites to member only conferences
GBBC Job Board
Access to GBBC Job Board

Tier III

Tier II

Tier I

Leadership

Attest to the GDF Codes of Conduct

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We use the codes to demonstrate alignment with our customers. The internal alignment is also important – we can use these codes to ensure that we are all on the same page from a technical and a legal perspective.”

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The codes provide concrete guidance for regulators on what the industry thinks”

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We have used Code Certification in our marketing. It gives us a competitive edge.”

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Codes have a direct effect on decision making, the GDF code of conduct is discussed before decisions are made.”



GDF drives the creation of global best practice and sound governance policies, enabling the cryptoasset market to thrive through establishing codes of conduct for the sector.

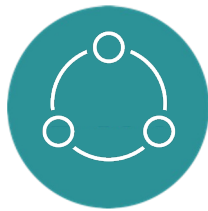
Join GDF Working Groups



Global
Financial
Institutions for
Crypto



Private
Markets
Digitization



ESG



MiCA



Custody



KYC & AML

DIGITAL

IS THE NEW CURRENCY OF THE

FUTURE



POSITION for growth in
the digital finance
economy of tomorrow,
TODAY



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