

# LEIA <GO>

## Take control of fixed income trading.

Legal Entity Identifier Admin, LEIA <GO>, provides rule-based, fixed income trading controls for price takers and makers on Bloomberg's electronic trading platforms. LEIA operates at the Legal Entity Identifier (LEI) level, enabling the creation of separate trading controls profiles for each individual LEI used for trading.

A high level of granularity enables users to define counterparties on an LEI basis – making it possible to precisely define with which entities within a large firm trading is permitted – and to create and configure rules on an allocation account basis.

| 1) Save                           | 3) Previous   | 4) Next | Rule Wizard |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
|-----------------------------------|---|---------|-------------|--------------|---------------|---------------------------------|---|----------------------------------|-----|----------------------------------|------|-----------------------------------|------|---------------------------------|--|----------------------------------|--|----------------------------------|--|
| Progress                          | Name <b>Example Rule</b>  |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 21) Traders                       | Include <b>Custom List</b>  |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 22) Ex Venue                      | All values selected from the list below will be included in the rule.   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 23) Products                      | 1) Add Account <span>All</span> <span>Selected</span>   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 24) Cpty List                     | <table border="1"> <thead> <tr> <th>Account Name</th> <th>Account Group</th> </tr> </thead> <tbody> <tr> <td>1. <input type="checkbox"/> ABC</td> <td><input checked="" type="checkbox"/> Example Group</td> </tr> <tr> <td>2. <input type="checkbox"/> ALOB</td> <td>ABC</td> </tr> <tr> <td>3. <input type="checkbox"/> DEMO</td> <td>ALOB</td> </tr> <tr> <td>4. <input type="checkbox"/> DEMO1</td> <td>DEMO</td> </tr> <tr> <td>5. <input type="checkbox"/> JKM</td> <td></td> </tr> <tr> <td>6. <input type="checkbox"/> LOMA</td> <td></td> </tr> <tr> <td>7. <input type="checkbox"/> OREO</td> <td></td> </tr> </tbody> </table> |         |             | Account Name | Account Group | 1. <input type="checkbox"/> ABC | <input checked="" type="checkbox"/> Example Group | 2. <input type="checkbox"/> ALOB | ABC | 3. <input type="checkbox"/> DEMO | ALOB | 4. <input type="checkbox"/> DEMO1 | DEMO | 5. <input type="checkbox"/> JKM |  | 6. <input type="checkbox"/> LOMA |  | 7. <input type="checkbox"/> OREO |  |
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| 1. <input type="checkbox"/> ABC   | <input checked="" type="checkbox"/> Example Group   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 2. <input type="checkbox"/> ALOB  | ABC   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 3. <input type="checkbox"/> DEMO  | ALOB  |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 4. <input type="checkbox"/> DEMO1 | DEMO  |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
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| 7. <input type="checkbox"/> OREO  |   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 25) Accounts                      |   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 26) Limits                        |   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| 27) Summary                       |   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |
| Instructions                      | Please select list of account/groups.   |         |             |              |               |                                 |   |                                  |     |                                  |      |                                   |      |                                 |  |                                  |  |                                  |  |

### LEIA <GO>

The Rule Wizard makes it easy to set up trading controls at a granular level, configuring rules specific to different LEIs, venues and accounts.

### Create rules at account level – and beyond

LEIA enables price takers to write trading rules specific to allocation accounts. When a trade is pre-allocated, only the brokers permitted for that account are available on the trade ticket. It is also possible to block users from submitting any unallocated trades. LEIA also offers execution venue granularity, making it possible to limit trades to a specific venue, such as the Bloomberg Swap Execution Facility (BSEF) or Bloomberg Multilateral Trading Facility (BMTF). Trading rules can even be written for specific products.

### Place more trades, more quickly

For fixed income traders, LEIA's rules can replace the time-consuming process of checking account level broker restrictions against spreadsheets, enabling them to trade with greater speed and efficiency – and significantly reducing risk of manual error. The ability to set a per-trade maximum allowable quantity limit can also help prevent "fat finger" trades from being placed.

### Reduce your desk's risk rating

LEIA's granular control and quick setup (including a Rule Wizard and Excel® drag-and-drop functionality) enables compliance departments to reduce the risk rating of their desks, deciding who can trade, with which counterparties, and under what scenarios. Traders can be blocked altogether, and in situations where no rules are in place a trading block becomes the default to help prevent non-compliant trades. A complete LEIA audit log is also available.

### Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal®.

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