



TO WHOM IT MAY CONCERN

Brussels, 21 March 2016

GS1 is a world-wide not-for-profit organisation with member organisations in over 100 countries. **GS1** develops international standards for product identification using bar-codes and radio frequency identification as well as business-to-business standards for electronic commerce and data synchronisation. Today, over 1.5 million companies worldwide - manufacturers, retailers, SMEs and multinational companies, use **GS1** standards. This has led to increased efficiencies in supply chain operations on a global scale and major cost reductions for business.

Manufacturers and retailers rely on the **GS1** system because they know that the **GS1** (EAN) barcode numbers used on products and communicated electronically in business messages are unique against all other **GS1** numbers. To ensure **GS1** numbers are globally unique and the correct standards based implementation support is provided to local **GS1** user companies, **GS1** has authorised one **GS1** member organisation in each country to manage the **GS1** system.

In **Azerbaijan**, **GS1 Azerbaijan** administers the **GS1** System and is the only official source for GS1 barcode numbers and standards. The GS1 barcode numbers allocated to companies by **GS1 Azerbaijan** begin with the prefix **476**.

Local manufacturers that obtain barcode numbers from web sites claiming the numbers originate with the worldwide body, **GS1**, and are unique globally, should exercise extreme caution. Only **GS1 Azerbaijan** is authorised to provide GS1 barcode numbers with the prefix **476**, the prefix reserved for **Azerbaijan** within the **GS1** system. The barcode numbers provided by these web sites do not originate with **GS1** or **GS1 Azerbaijan** and their uniqueness cannot be guaranteed. Furthermore, **GS1 Azerbaijan** will be unable to validate the numbers for electronic commerce as it has no means of tracing to whom the numbers have been assigned.

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Unauthorised barcode number sellers undermine the integrity of the **GS1** standards system, create confusion in the market and disrupt the functioning of supply chains in **Azerbaijan** and abroad. Local manufacturers that obtain their barcode numbers from an unofficial source may suffer losses if their products are rejected by retail.

Signed for **GS1** by:

A handwritten signature in blue ink that reads "Miguel A. Lopera".

Miguel A. Lopera
President & CEO