



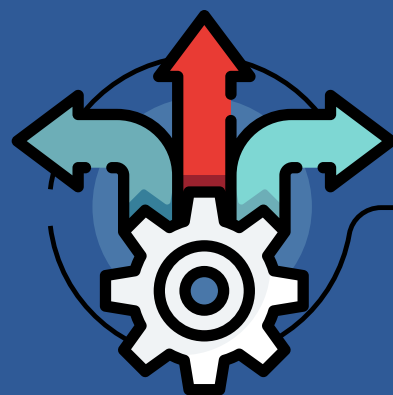
Ideas associated with integrity



Acting in relation to **values and principles**



Wrong is wrong even if everyone is doing it. **Right is right** even when no one is doing it



Decide on relevant criteria - don't do anything you can't tell your kids about



Be consistent between being and appearing



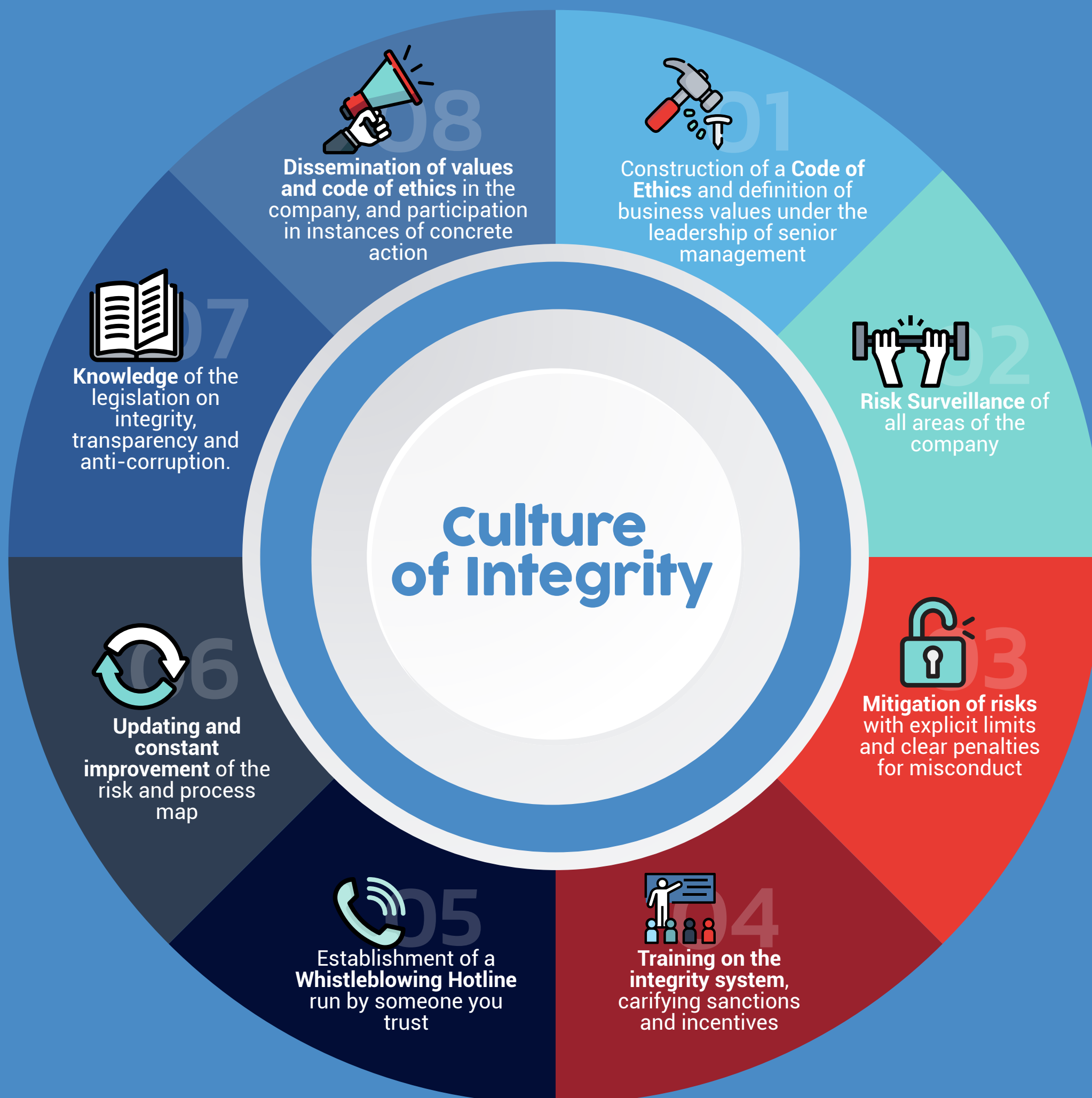
"Tone at the Top" to establish a cultural environment and the corporate values of a company



It's better to do **the right thing** than the convenient thing

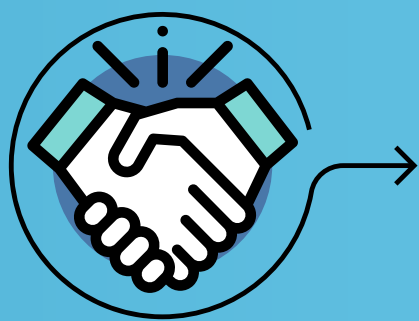


Basics of an integrity system

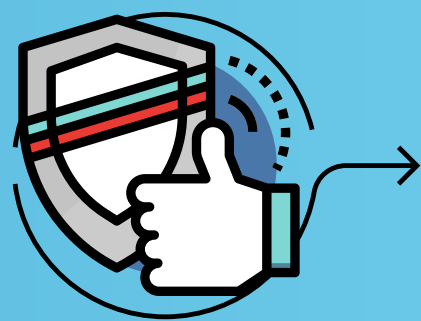




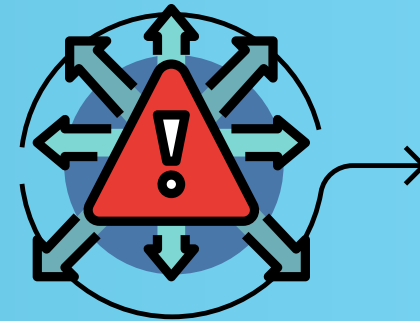
¿Why is it important to implement a policy of integrity?



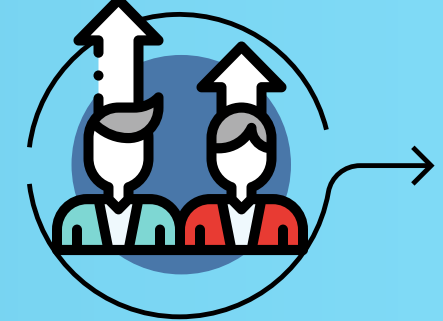
Generates **more fair and equitable business**



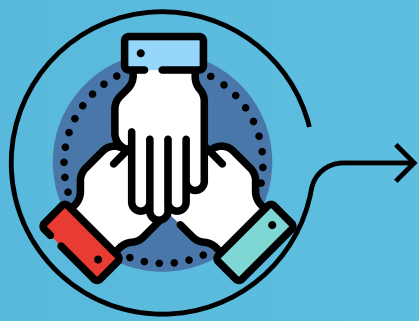
Delivering **confidence** both inside and outside the company



With integrity, companies are better prepared to **face risks and crises**



Enhances **competitiveness**



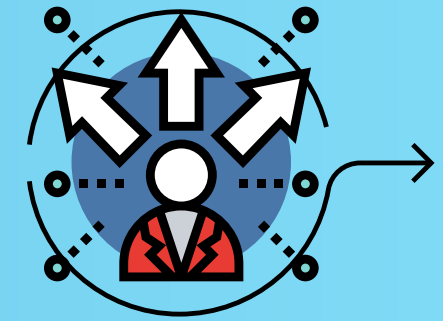
It is everyone's job to **create an enabling environment in the markets**



Enables **business sustainability**



It is more **efficient to be preventive and proactive than to act reactively**



Helps to gain **better opportunities in markets**

