



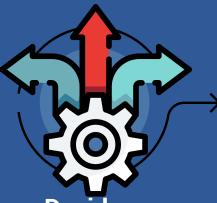
Ideas associated with integrity



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 righ**t thing
than the
convenient
thing

Basics of an integrity system



Dissemination of values and code of ethics in the company, and participation in instances of concrete action



Construction of a Code of Ethics and definition of business values under the leadership of senior management



Knowledge of the legislation on integrity, transparency and anti-corruption.



Risk Surveillance of all areas of the company





Updating and constant improvement of the risk and process map



Mitigation of risks with explicit limits and clear penalties for misconduct







Why is it important to implement a policy of integrity?



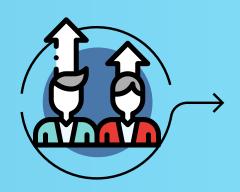
Generates more fair and equitable business



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



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



Enhances competitiveness



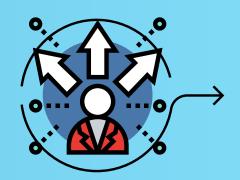
It is everyone's job to create an enabling environment in the markets



Enables business sustainability



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



Helps to gain better opportunities in markets