

Steering the Course

It's not as easy as ABC

Lack of support within the business



Impact of lack of tone at the top

43% Wouldn't walk away from a high risk contract

41% Of CEOs don't do regular training

39% Don't openly support AB&C within the business

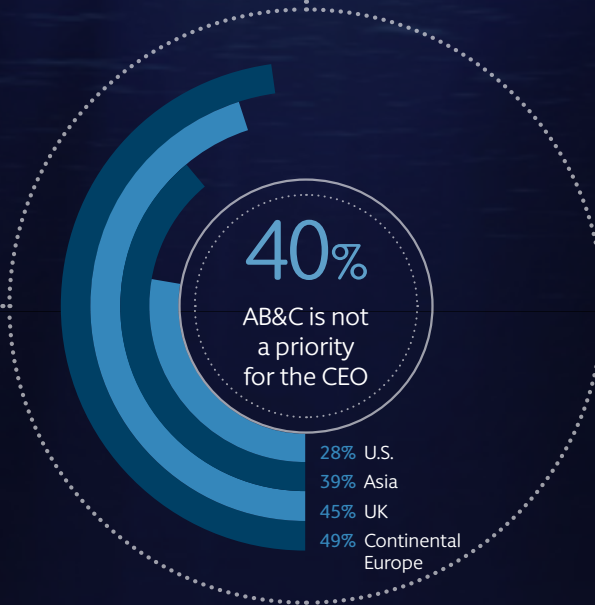
Profits over prevention

57% Biggest challenge is sales pressure

59% Fear losing their jobs if they don't meet sales targets

53% AB&C is seen as an unnecessary headache

49% AB&C remains a taboo subject



57% Financial incentives for whistleblowing

56% Compulsory whistleblowing arrangements

57% Annual external reporting on compliance



62% International code of best practice

54% Industry guidelines on adequate procedures

54% Removing legal requirement to work through third parties