

### Agenda

- Who am I
- Doing the Right Thing
  - Understanding the "why"
  - Executing Effectively
  - Managing Perception
- Key Issues to think about
- Effective Collaboration



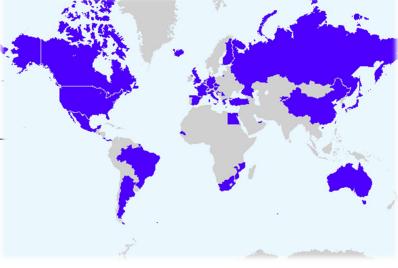
#### Who am I

























**Smith**Nephew

an Asahi Kasei company



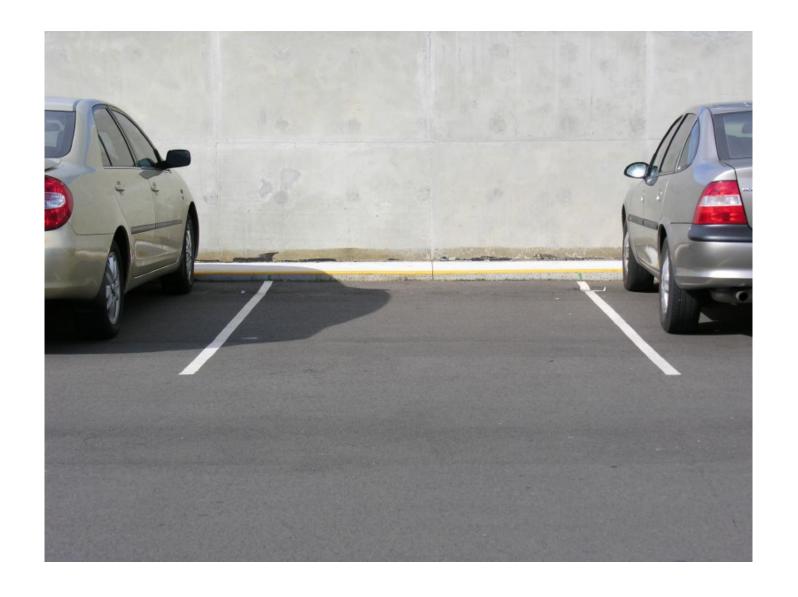
# Doing the Right Thing

BANKERS DEPEND ON IT

### The problem with "is it legal"



integrity y principles moral 1 honesty choice fairness responsibility conscience



## Execution requires Clarity



We choose our image in the marketplace

### Key Issues to Think About



Emerging Fraud Schemes



### Regulatory Challenges





### Effective Collaboration

COMPLIANCE/AML AND THE REST OF THE BANK



We all want to avoid

