

COMPLIANCE IS A WEAPON

- 1 **We punch up**, not down.
- 2 **We weaponise compliance** to win markets.
- 3 **We embrace rules** - not because we must, but because we can.
- 4 **Safety, truth and good business** go hand in hand.
- 5 **Red tape is not a wall** - it's a ladder.
- 6 **Rebels respect the law** more than the cowboys do.
- 7 **Compliance is culture**, not paperwork.