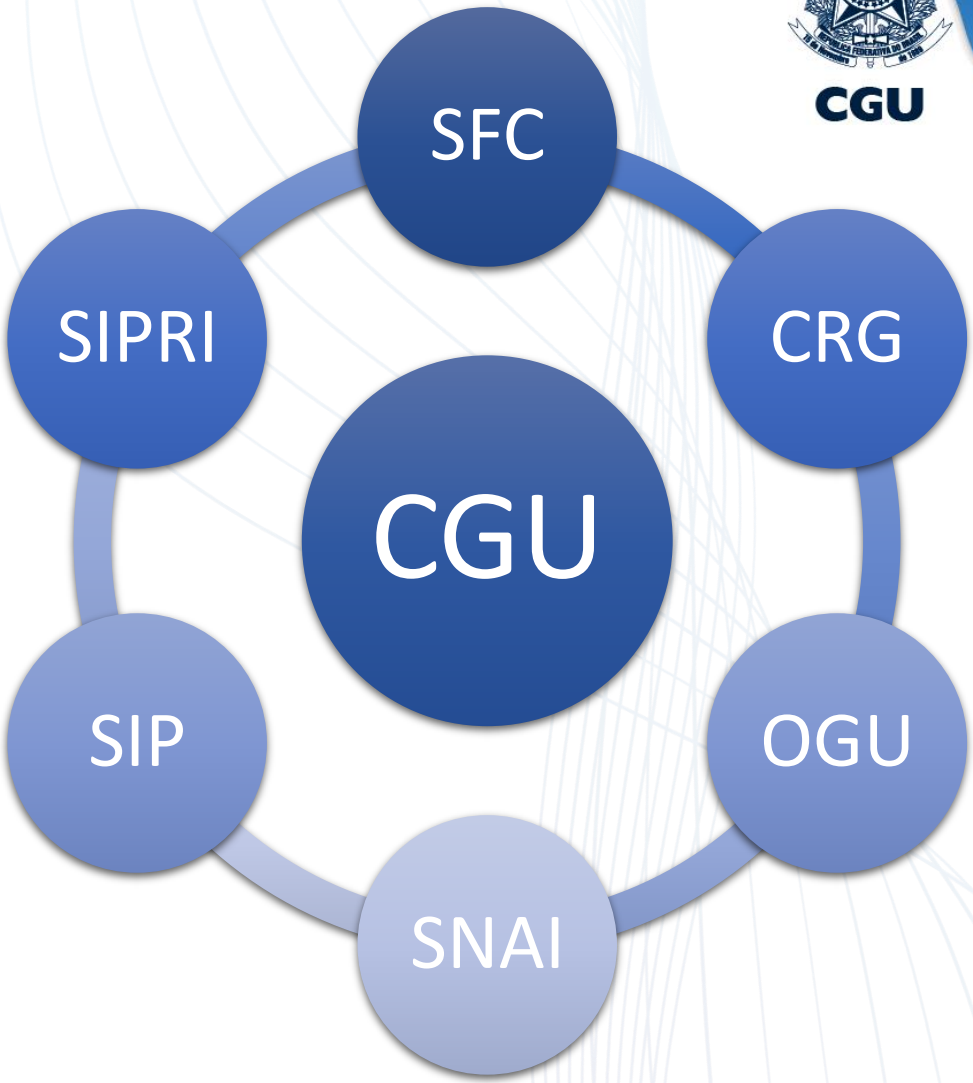
Enhancing Sports Integrity: Corruption Prevention

The experience from Brazil

The Office of the Comptroller General

- Internal Control and Auditing
- Corruption Prevention and Integrity Promotion
- Transparency and Social Control
- Disciplinary action of public agents
- Sanctioning of companies involved in corruption



Integrity approach on big events





Over R$ 50 bi of public expedienture

(~USD 18bi)







Building of arenas







Urban mobility infrastructure projects

Integrity approach on big events

- Transparency
- Fiscalization of public expedintures
- Guidance for public officials

Transparency



Fiscalization

- Preliminary assessment of major projects
- Auditing and fiscalization
- Criminal investigations

Guidance of public officials

- Prohibition on receiving tickets for sporting events
- Strict rules to take part on the events



Guidance of private companies



g1 ECONOMIA BUSCAR

Telefônica é condenada a pagar R$ 45,7 milhões por dar ingressos a agentes públicos

Em nota, a empresa alegou que a doação dos ingressos ocorreu no contexto de ações de marketing e de promoção institucional da companhia.

Por G1

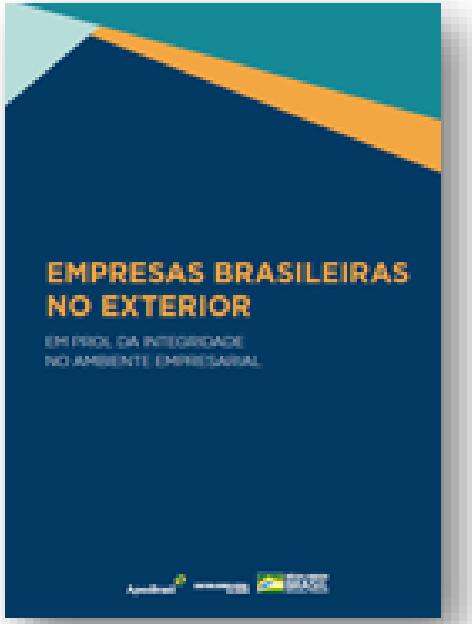
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Fostering integrity in the private sector

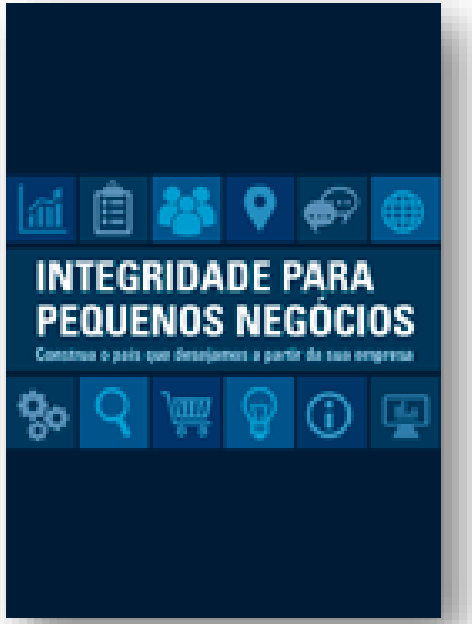
- Clean companies act
- Guidance for companies





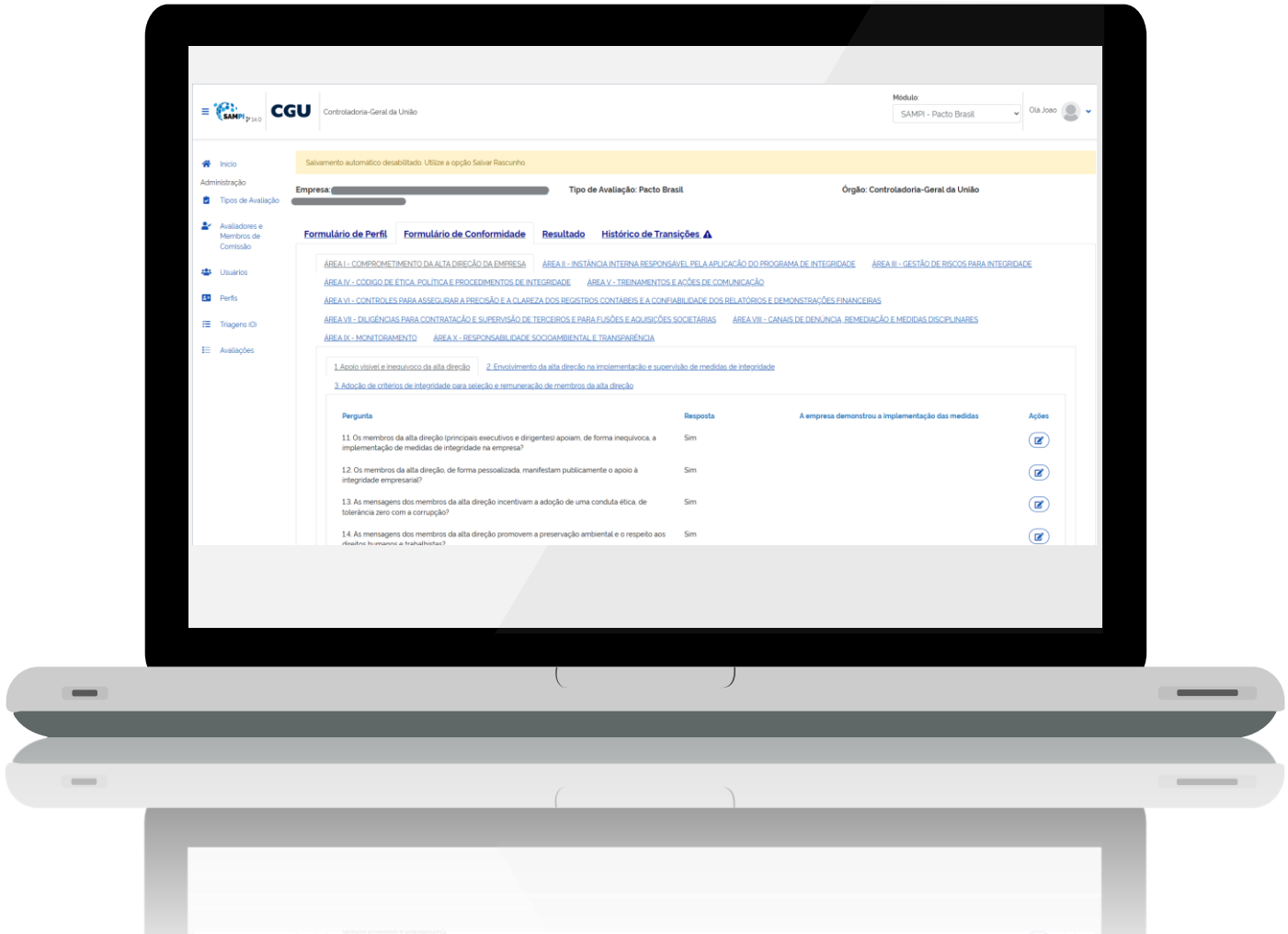






Fostering integrity in the private sector

PACTO BRASIL
PELA INTEGRIDADE EMPRESARIAL



Regulating online betting



Regulating online betting

- Brazil allows online betting services since 2018
- New regulation issued on 2023 and 2024:
  - Gaming companies need to be duly authorised by the Ministry of Finance
  - Requirements:
    - The applicant company must be a company established in Brazil.
    - The applicant company must have at least 20% of its share capital held by a Brazilian shareholder (individual or company).
    - A grant fee of BRL 30 million – approximately USD 6 million – is required, allowing the use of three commercial brands/websites.
    - If the applicant wishes to use more brands, an additional grant fee of BRL 30 million must be paid for each new set of up to three additional commercial brands/websites.
    - Licence term of five years.
    - The licence is personal, non-negotiable and non-transferable.

Regulating online betting

- Compliance requirements
  - AML policy and procedure;
  - responsible gaming and prevention of pathological gambling disorders;
  - code of conduct and dissemination of good advertising practices;
  - integrity of bets and prevention of manipulation of results and other frauds;
  - liquidity risk management;
  - continuity of information technology; and
  - corporate governance structure compatible with the complexity, specificity and risks of the business.

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