

CONSUMER SAFETY & COMPANY LIABILITY

BIGGEST SCANDALS IN CONSUMERS SAFETY AND ITS RESULTS ON
COMPANIES, SECTORS AND LEGISLATION



WHEN EVERYTHING BEGAN...



UNSAFE AT ANY SPEED

The Designed-In Dangers
of The American Automobile
By Ralph Nader



EFFECTS

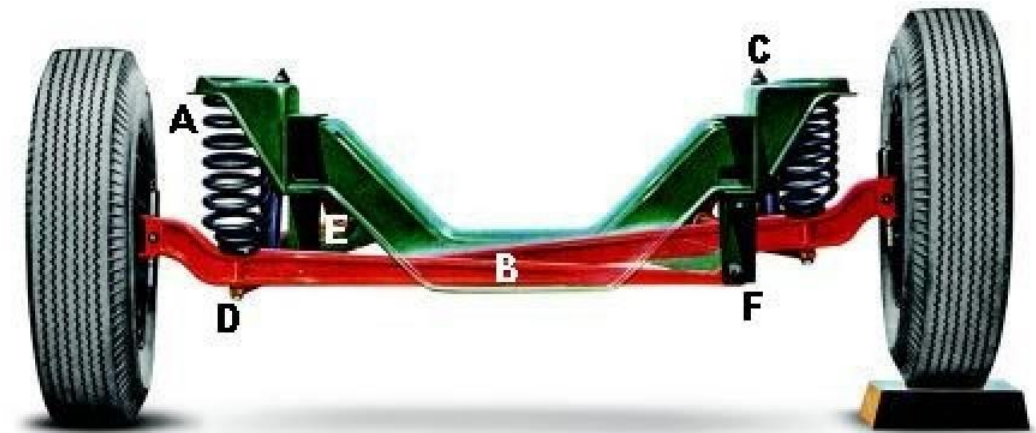
- 1966: NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)



EFFECTS



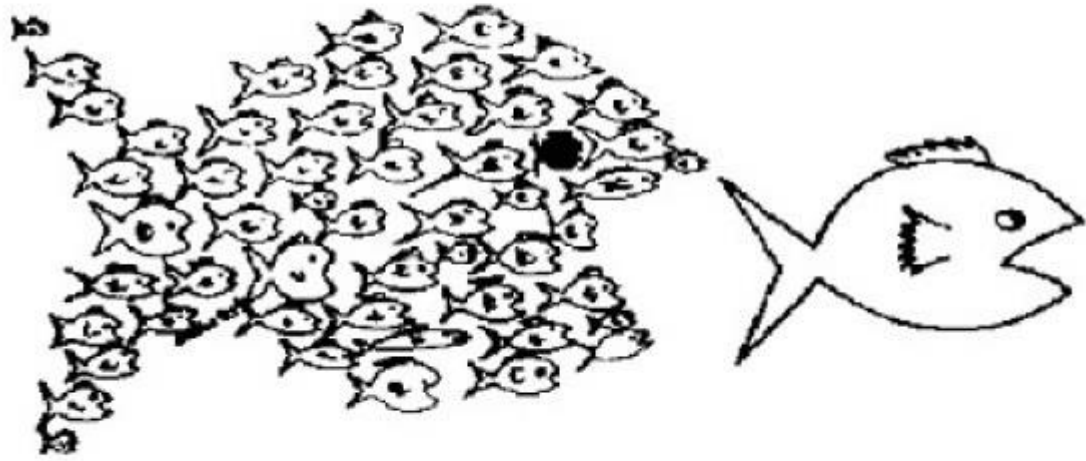
GM INTERNAL DETECTION



CHEVROLET NEW
SUSPENSIONS

BORN OF...

CLASS ACTION



BIGGEST SCANDALS IN CONSUMER SAFETY





in the box



CONSEQUENCES...

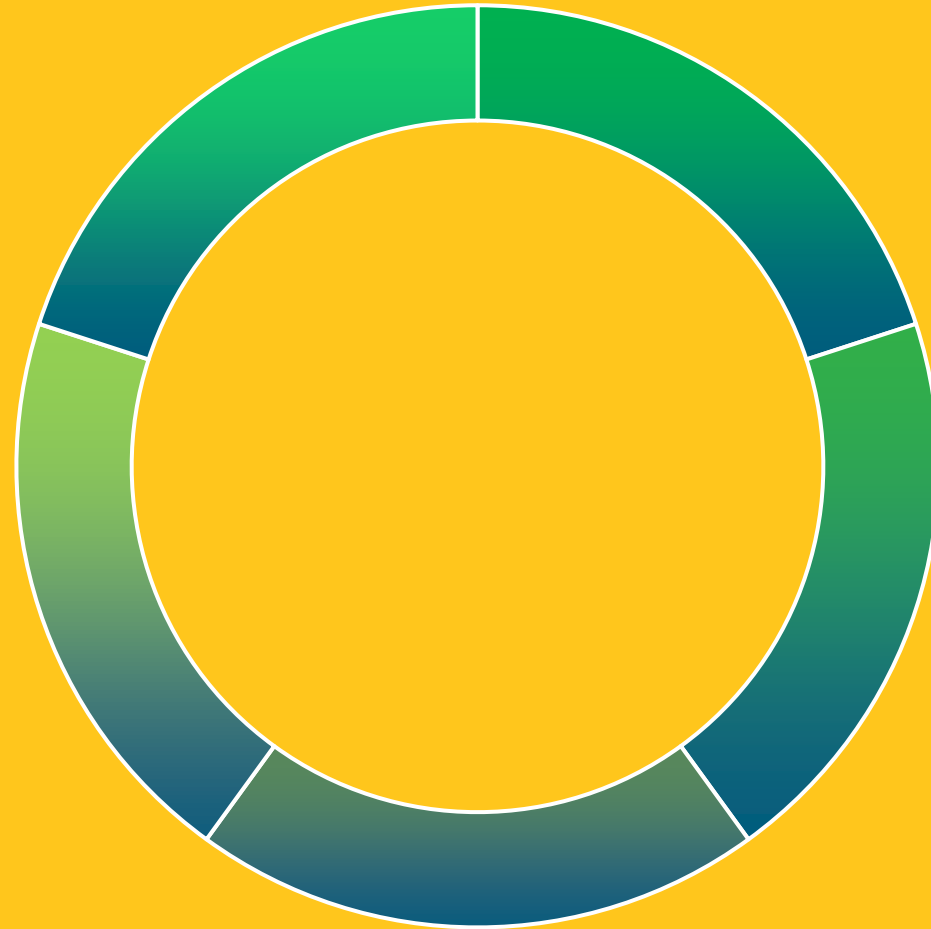
REPUTATIONAL
LOSS

STOCK PRICE
LOSS

NEW FOOD
CONTROL
STANDARDS

30 BILLION \$
INVESTMENT IN BEEF
SAFETY RESEARCH

E. COLI AND
MICROORGANISMS
IN GENERAL ARE
NOW BANNED



Eternit®



CONSEQUENCES...



1992: ASBESTOS SALE BECOMES ILLEGAL



2014: PRESCRIPTION OF CRIMES



PUBLIC OPINION RESPONSE



LEGISLATION STILL IN PROCESS

MAD COW



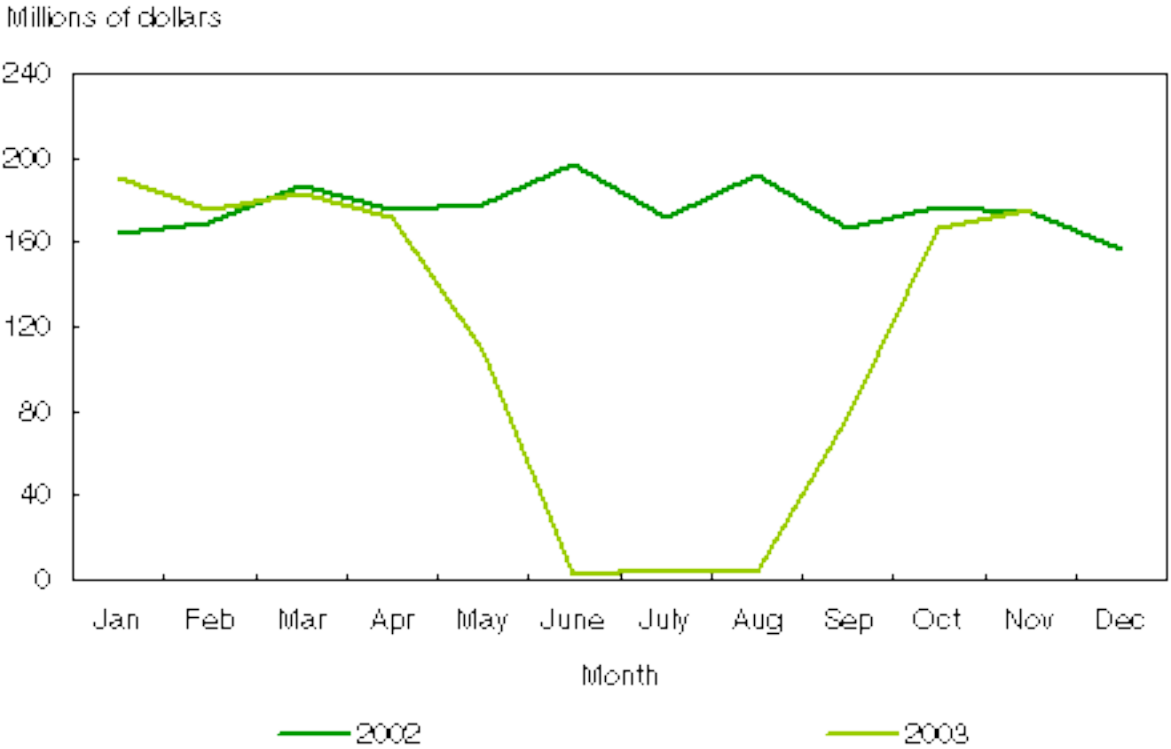
CONSEQUENCES...



- PROHIBITION OF ANIMAL-BASED FEED
- COMPULSORY TESTS ON BOVINES
- PROHIBITION OF SEVERAL KINDS OF MEAT
- 1994: TOTAL EMBARGO FOR U.K.
- ENHANCEMENT OF CONTROLS

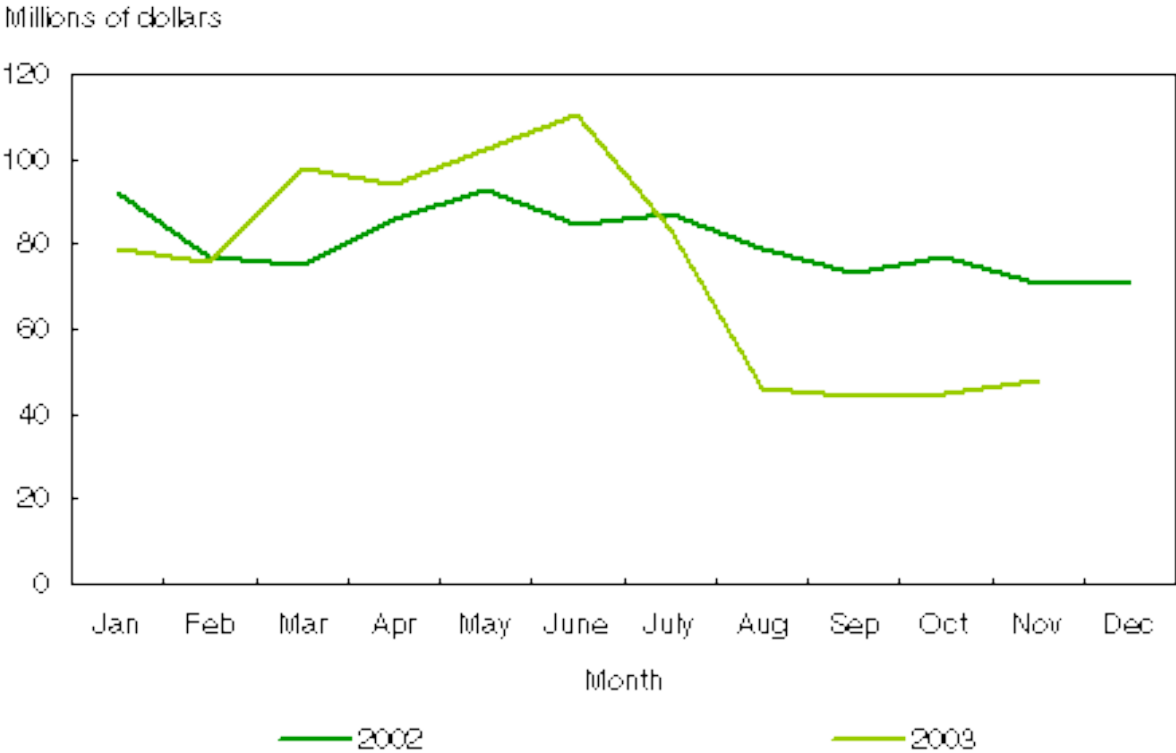
BEEF TRADE FALLS DOWN, CONSUMERS' FEAR

BEEF EXPORTS

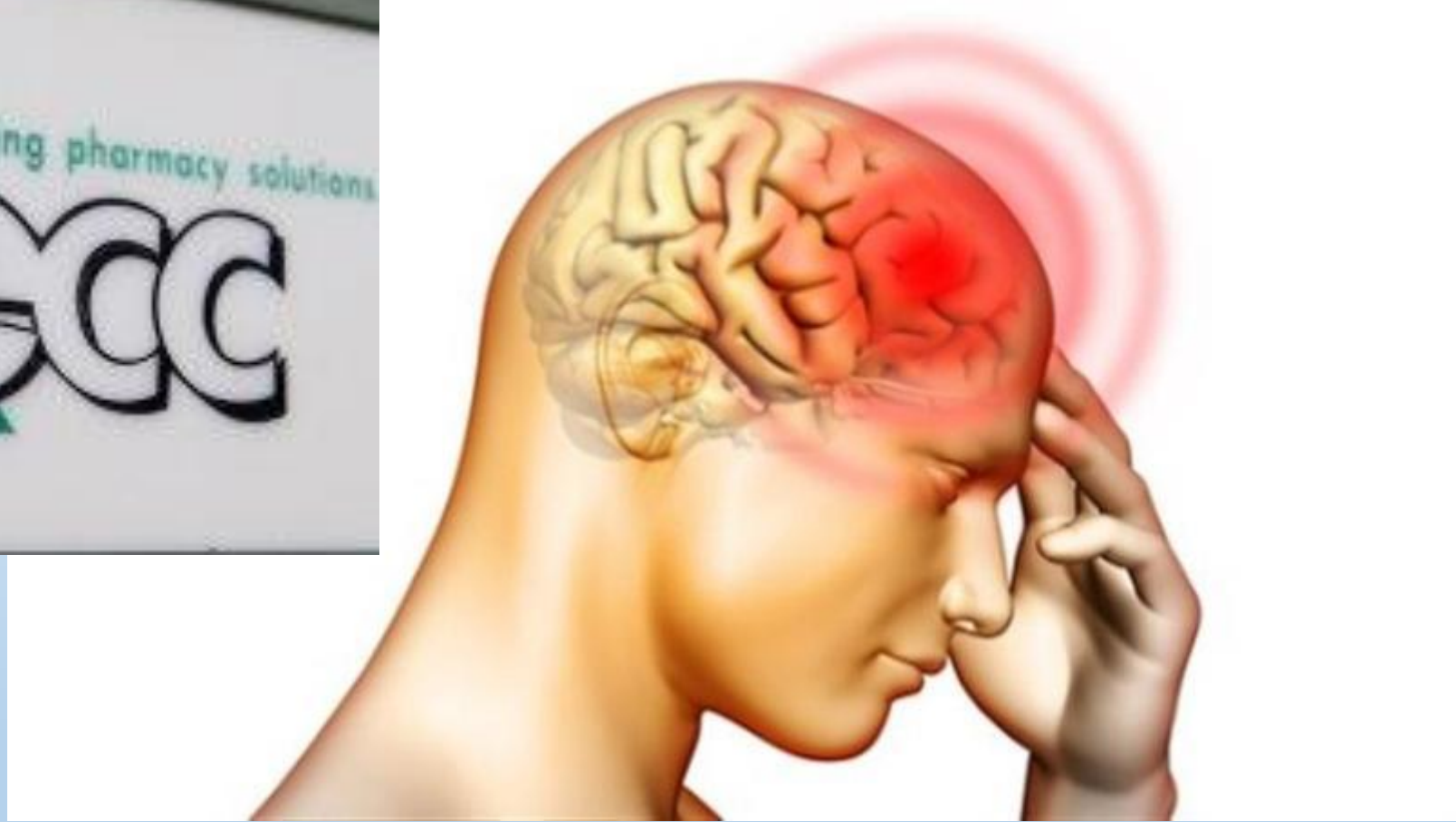


Source: International Trade Division, Statistics Canada.

BEEF IMPORTS



Source: International Trade Division, Statistics Canada.



CONSEQUENCES...



200 MILLION \$ FINE, 14 ARRESTED



SAMSUNG



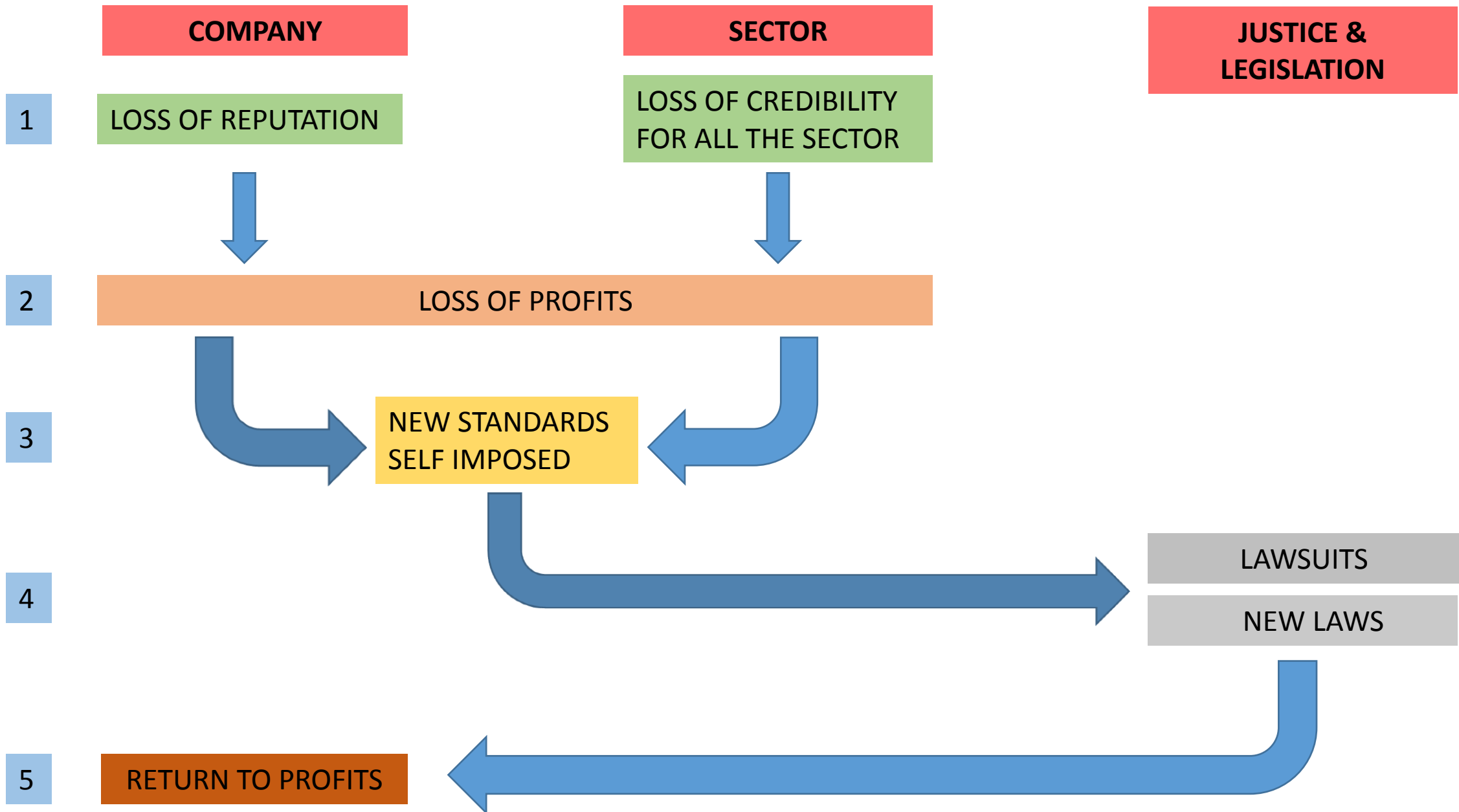
PROBABLE CONSEQUENCES...

- BETWEEN 4 AND 6 BILLION \$ DAMAGE FROM RECALLS
- IMAGE DAMAGE
- APPLE COMPETITION





RESULTS



CONCLUSION



An Ounce of prevention is
Worth a Pound of Cure
- Benjamin Franklin -

THANK YOU FOR YOUR ATTENTION!

