

# Governing AI:

## New Rules, New Risks, New Opportunities



**Peter Granat**  
CEO  
**SAI360**



**Richard Hope**  
**Signal AI**

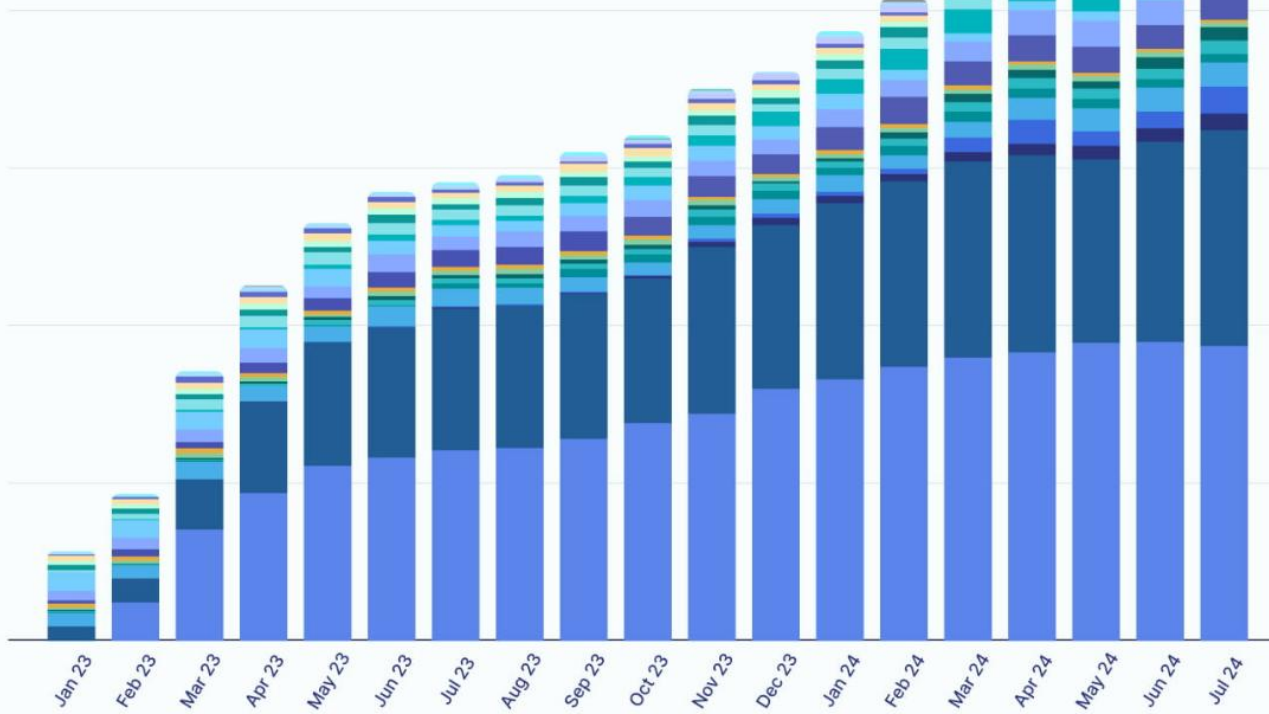


**RJ Zayas**  
**Signal AI**

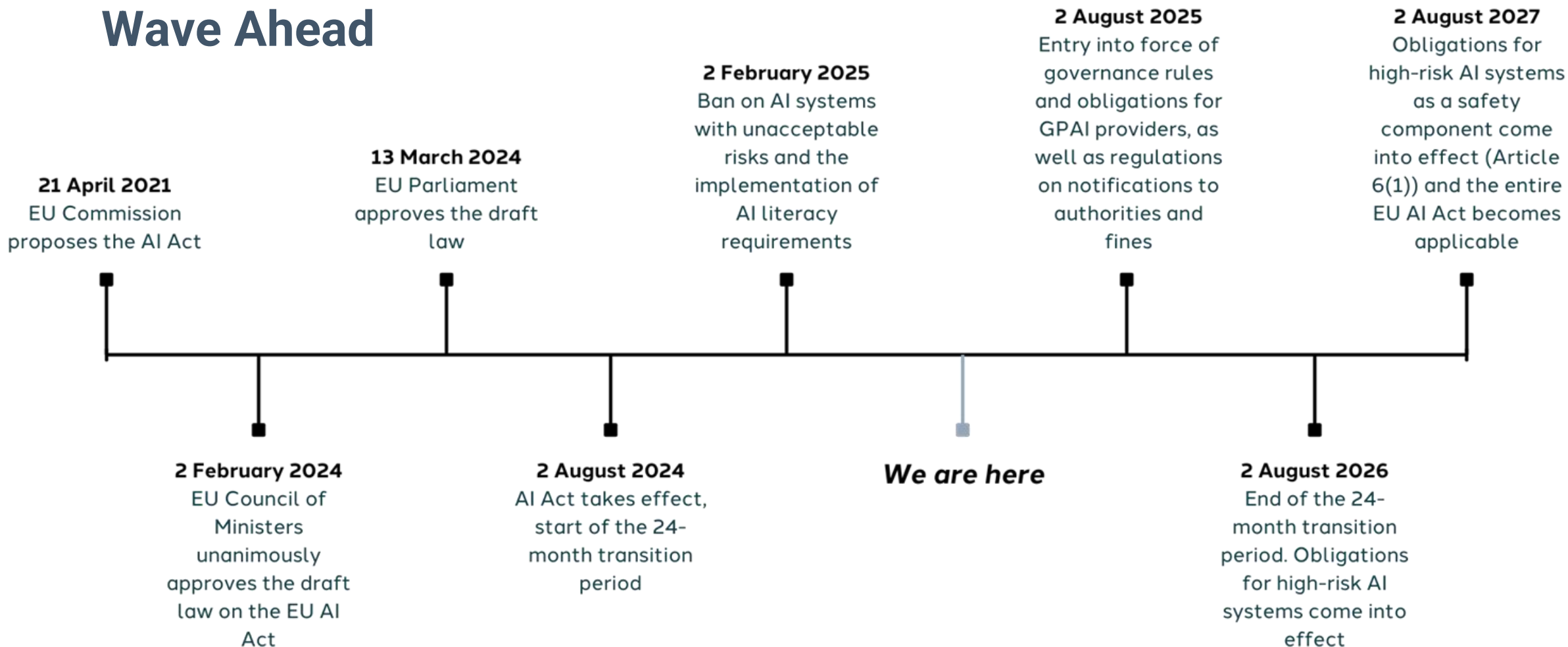
AI is **rapidly** moving  
from pilot to  
production

Managing risk has never been  
more risky

Business Adoption of AI Tools:



# The New Rules – Regulatory Wave Ahead





SAI360  
RISK FROM EVERY ANGLE

SIGNAL AI

The world has  
**never been more**  
complex, volatile  
and full of risk  
And **Trust** is at an  
all time low



FINANCIAL TIMES  
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DeepSeek spreads across China  
with Beijing's backing



FINANCIAL TIMES



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Keir Starmer urged to use defence spending  
boost to revive UK manufacturing

Make UK chief calls for support for small businesses as Europe faces pressure from U.S. to shoulder security cost

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Top stories

Anger over Vance 'random  
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Trump tariffs + Add to myFT

Donald Trump confirms he will impose 25%  
tariffs on Mexico and Canada on Tuesday

US stocks fall sharply after president vows to press ahead with levies



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Errant Bombs From South Korean Jet-  
Fighter Drill Injure at Least 15

Blunder near Seoul comes during a test run for combined U.S.-South  
Korea exercises next week

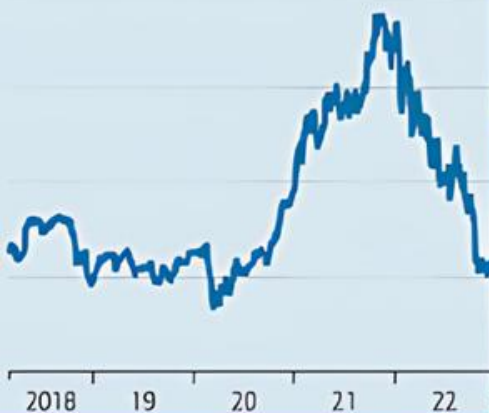


The Guardian  
UK  
Sport Culture Lifestyle  
Australia Middle East Africa Inequality Global development

US suspends all military aid to Ukraine  
in wake of Trump-Zelenskyy row



More cliff than valley  
Silicon Valley Bank, \$ per share



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RISK FROM EVERY ANGLE

SIGNAL AI

For businesses,  
Risk intelligence  
**isn't a choice -**  
it's the key to  
survival

:(

Your PC ran into a problem and needs to revert. We're just collecting some error info, and then we'll restart for you.

100% complete



CROWDSTRIKE

CrowdStrike Outage Losses Estimated at \$5.4B



# Signal AI

uses AI to uncover reliable signals in the world's data to **navigate risks** and strengthen reputation.

Trusted by 800+ clients  
across industries

**Global Offices** in New York,  
London, Hong Kong & Lisbon

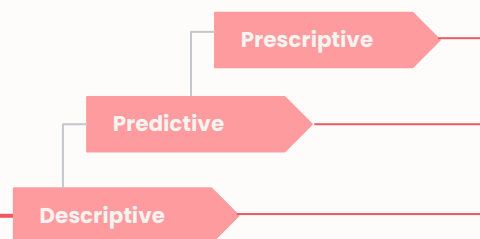
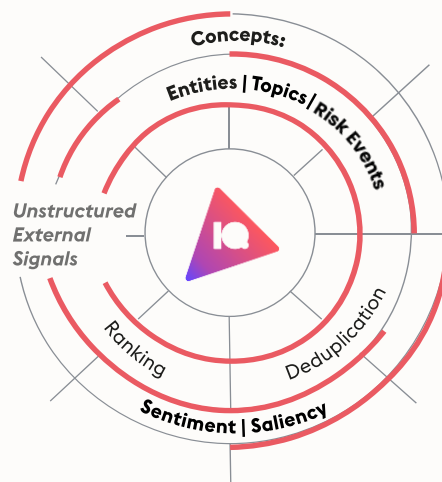
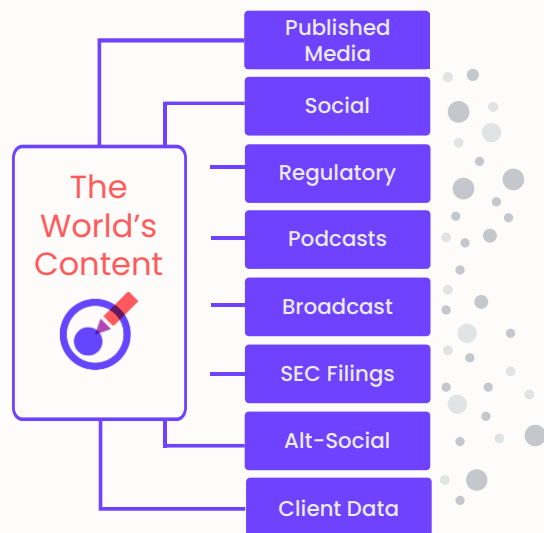


# Our AI Engine ingests vast unstructured data and extracts precise external risk data

External Data Ingestion

Signal Extraction & Proprietary Intelligence Generation

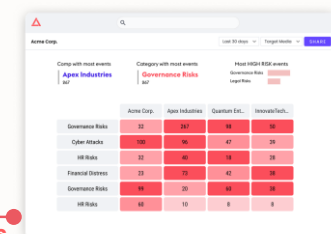
Real-Time, Flexible Delivery



Dashboards

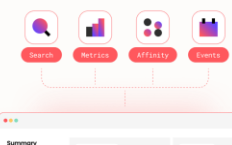
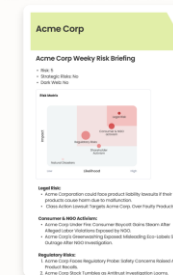
Reports

GRC Integration
















The screenshot shows a dashboard for "Acme Corp." with a search bar and filters. It displays a table of "Top 10 ESG events" and a table of "Top 10 ESG events" with columns for event type, score, and date.

Event Type	Score	Date
Governance Risks	32	2023-01-15
Cyber Attacks	28	2023-01-10
HR Risks	25	2023-01-08
Financial Distress	22	2023-01-05
Governance Risks	18	2023-01-03
HR Risks	15	2023-01-01



# Seen and Unseen Risk

 <b>Industrial Accidents</b>	 <b>Natural Disasters</b>	 <b>Tech &amp; Cyber</b>	 <b>Supply Chain</b>	 <b>Environment</b>
Equipment failed Unplanned Shutdown Workplace Accidents Workplace Fires or Explosions	Natural Disaster - Floods - Hurricanes - Droughts - Landslides	Cyber Attack Cybersecurity Data Leak Technology Disruption	IT System Outage Strikes & disputes Supply Chain Disruption Unplanned Shutdown	Environmental Spill Air pollution incident Greenwashing Claims
 <b>Product Incident</b>	 <b>Trade Risks</b>	 <b>Activism</b>	 <b>HR Risks</b>	 <b>Geopolitical Risks</b>
Product Recalled Product Safety Investigation Product safety warning	Trade Sanctions Trade Policy Change	Consumer/NGO launch petition Consumer /NGO launch boycott Shareholder file class action	DEI policy/initiative elimination* Labour Exploitation People Diversity Issue Labour Strike Whistleblower Report Workplace Malpractice	Border Disputes Civil Protest Military Conflict or Escalation Political Instability Terrorism Threat Trade Agreement Change
 <b>Financial Risk</b>	 <b>Legal Risk</b>	 <b>Governance Risks</b>	 <b>Regulatory Risk</b>	 <b>Tax Risk</b>
Credit Rating Downgrade Company Restructure	Investigation by Authorities Lawsuit Lost Patent Litigation Company Sued	AI misuse/ethics investigation Executive Insider Trading Executive Investigation Governance Reform Internal Investigation	Antitrust Investigation Company Failed Regulator Clearance Regulatory Fines Company Fined or Charged	Tax Evasion Allegation Tax Reform Change Tax Reform Review



# The Challenge

## Detect Emerging Risks Early

### Risk Identification

- Struggle to recognize risks that are not immediately visible or impactful, resulting in being blindsided by issues that gradually evolve.

### Proactive Risk Management

- Respond to risks only after they materialize, rather than proactively planning for them, leading to inefficient, rushed responses, increased costs, and missed opportunities

### Inefficient Processes

- Unplanned downtime resulting from reactive rather than proactive management, can lead to substantial financial losses.

Unilever settlement to resolve dry shampoo benzene class action

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Categor  
TECHNOLOGY  
**Uber has only itself to blame for the #DeleteUber campaign**  
Years of neglecting its public image have come back to bite Uber.



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WIN VIP WEEKEND TICKETS TO SEE BLOC PARTY & KASIN CHIEFS, TRAVIS, SOFIE HESTERSON, CLEAN BUNCH + MANY MORE. WITH A LUXURIOUS HOTEL INCLUDED, SEE INSIDE THE FESTIVAL EXPERIENCE

**Nestle issues 'do not eat' warning for boxes of cereal - check this code**

There are fears

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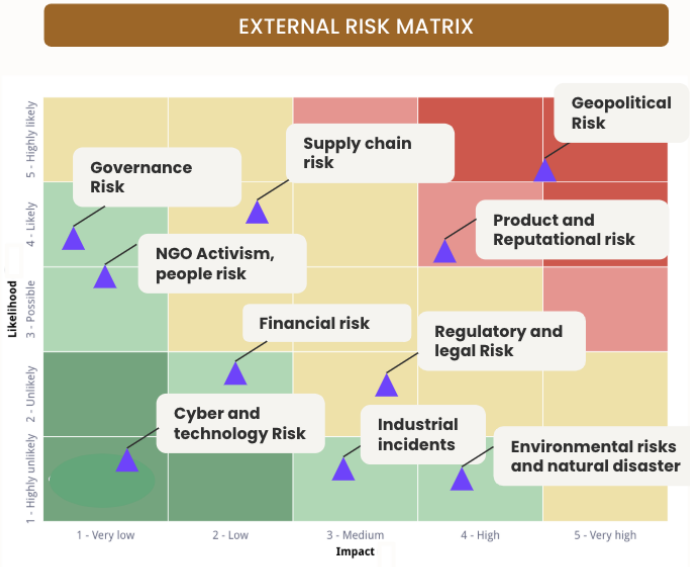
Technology

**Tesla whistleblower wins latest legal battle in fight against Musk**



# Alcohol & Beverage Distributor identifies product, regulatory and reputation risks for their brand portfolio using Signal AI

Company: **Redacted**  
Sector: **Alcohol & Beverage**



RAG

Q4 ANALYSIS OF EMERGING RISKS

Geopolitical Risk

Given Trump's trade history and the nature of his economic policies driven by a confrontational trade policy that the Trump administration has historically favored, the likelihood of increased tariffs on American whiskey is moderately high since some countries mentioned they would retaliate with tariffs on American iconic goods, such as Jack Daniel's.

Product Risk

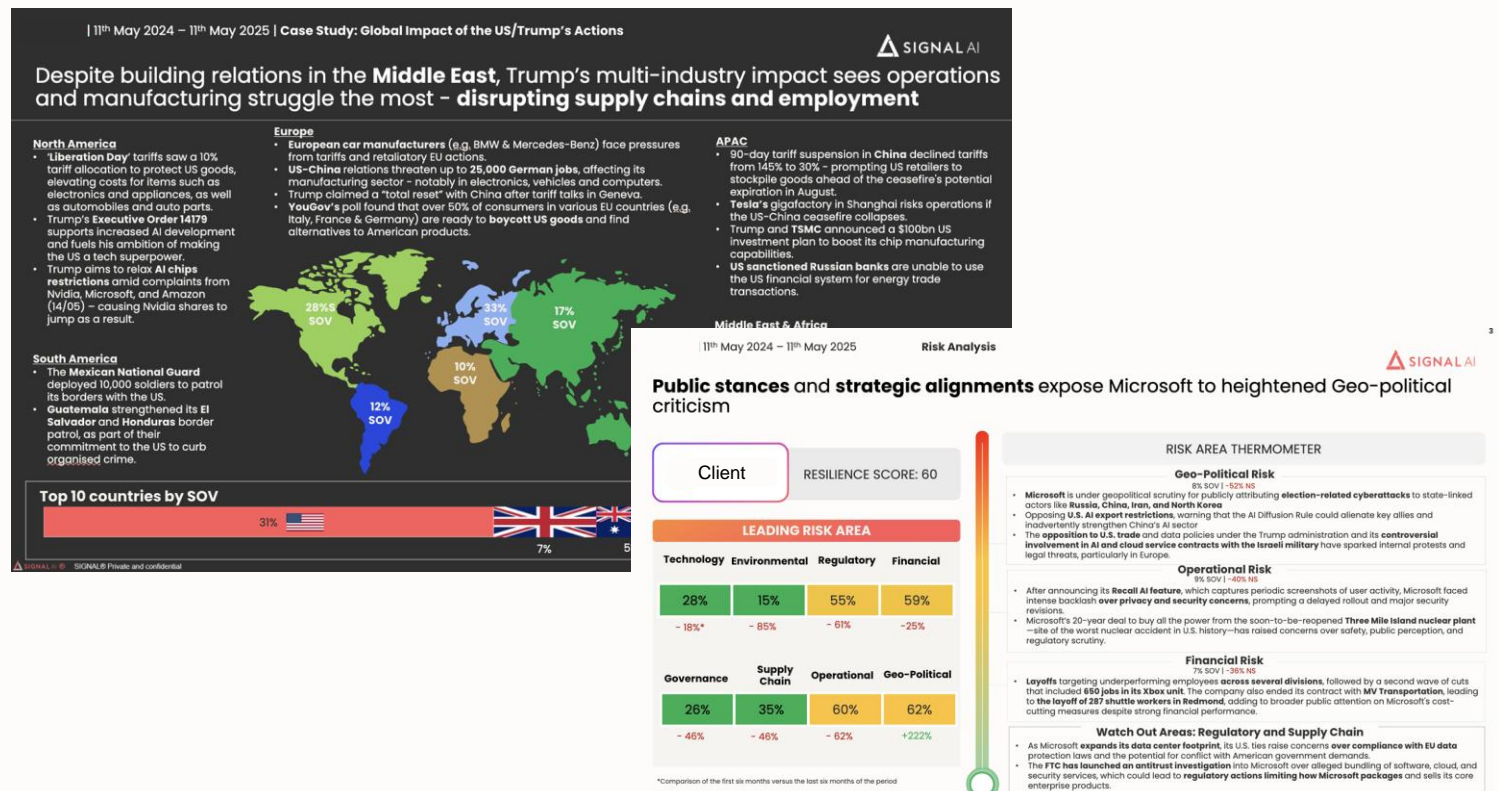
Reports of an established link between alcohol consumption and cancer is creating product risks, potential reputation risk and revisions to the **regulatory environment**. Earlier this year the **U.S. Surgeon General**, highly influential in shaping public health policy and regulatory decisions, has recently recommended that alcoholic beverages carry **warning labels about cancer risks**.

Supply Chain

The growing number of labor strikes across the United States is raising significant concerns about potential supply chain disruptions. Companies will need to proactively adapt by diversifying supply chains, exploring automation, and maintaining contingency plans to mitigate the impact of labor unrest.

Company: Software  
Risk: Geopolitical

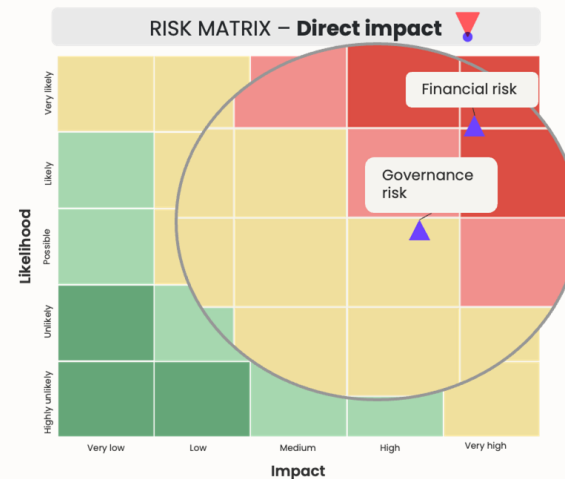
# Leading technology firm develops risk profiles to identify threats tied to geopolitical events



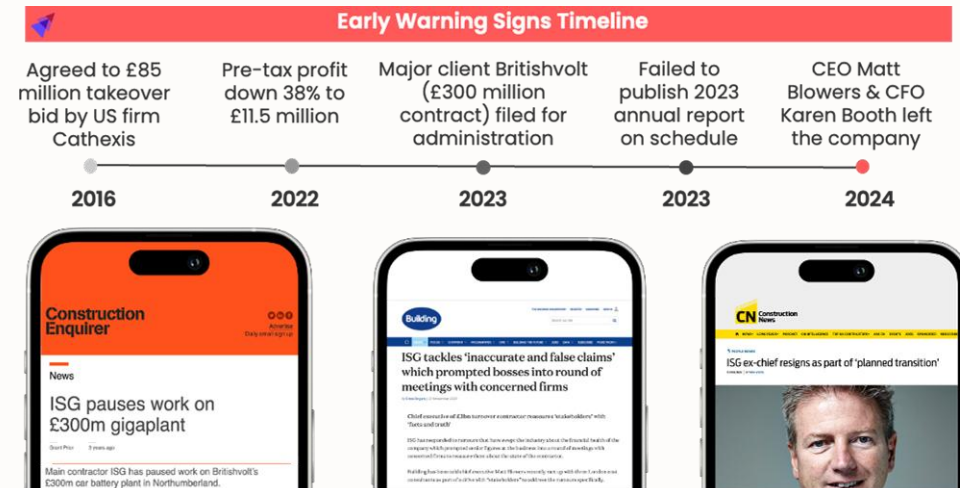


# Premier Retailer navigates supply chain volatility using Signal AI to identify warning signals of supplier liquidity issues

**Company:** Retailer  
**Risk:** Supply chain/TPRM



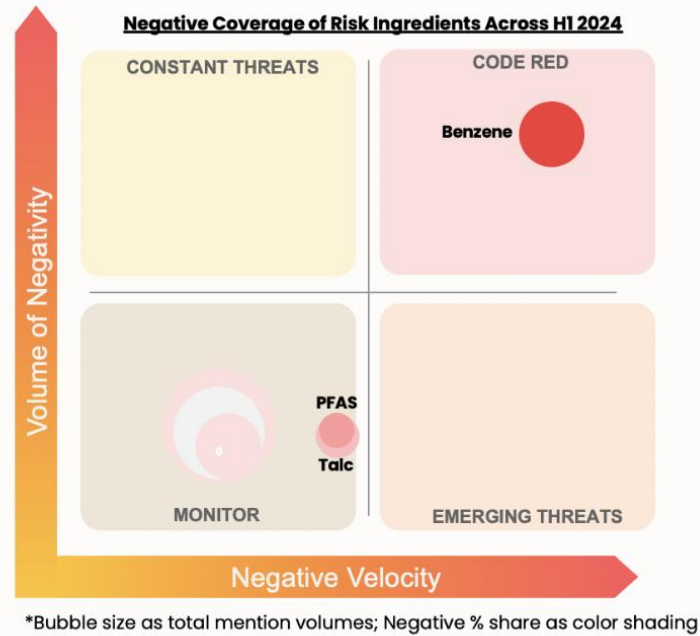
\* Quarter to quarter increase in negative coverage





Company: **Redacted**  
Sector: **FMCG**

# Global health & beauty brand using AI powered horizon scanning for early warning signals on ingredients risks



	Jan	Feb	Mar	Apr	May	Jun	Total article count
Product Incidents	3%	50%	74%	84%	50%	0%	239
Regulatory Risks	43%	44%	25%	49%	26%	19%	913
Legal Risks	100%	100%	78%	100%	33%	100%	29

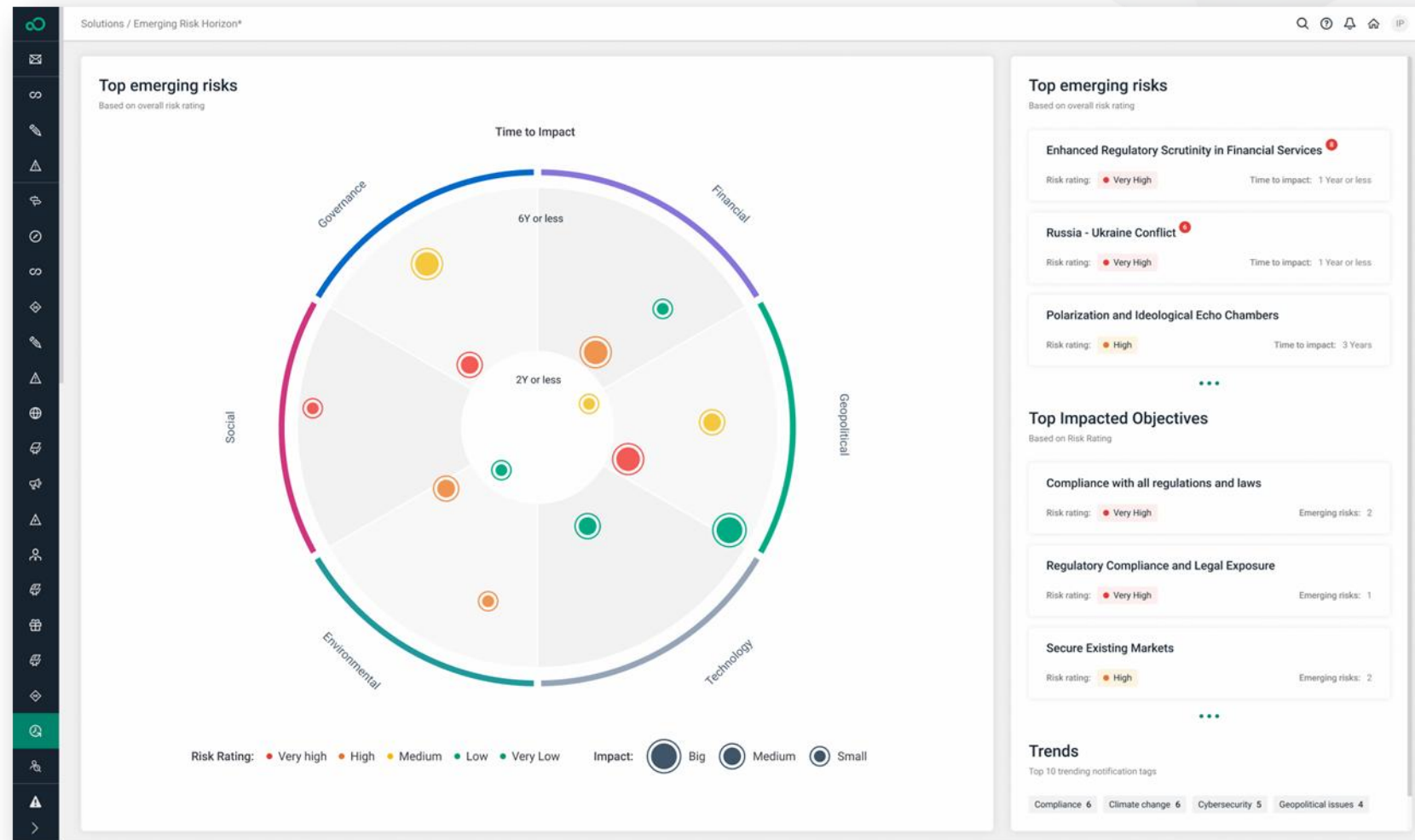
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5.0	Benzene	18%	27%	42%	61%	52%	63%	465
4.4	Aluminum	4%	1%	1%	4%	1%	0%	1413
3.9	PFAS	17%	3%	0%	14%	45%	0%	135
3.3	Retinol	1%	2%	3%	1%	2%	0%	904
2.8	Talc	1%	0%	0%	4%	35%	6%	204

*Shading is the % of negativity in the topics*

# Introducing Horizon Scanning

SAI360 Horizon Scanning integrates Signal AI's AI-powered insights directly into our GRC platform, allowing customers to connect external risk signals to internal risk frameworks.





# Identifying Signals

Identify threats, determine relevancy and create follow up:

- Enrich your company inherent risk assessment
- Track competitor and industry risks
- Complete your risk inventory and manage your remediation
- Assess your exposure (follow up actions)

## Executive summary

HIGH LEVEL SUMMARY	PRIORITY RISKS	ANALYSIS
While <b>geopolitical, regulatory, governance, and activism risks</b> are gaining momentum, <b>legal risks remain a key concern</b> on Johnson & Johnson's radar.	<b>Legal risk</b>	As <b>legal and legislative battles</b> continue, <b>regulatory scrutiny</b> is intensifying, with the U.S. Food and Drug Administration (FDA) proposing new testing rules to ensure cosmetics are asbestos-free.
<b>Activism risk</b> is gaining momentum, as French and European consumers increasingly boycott American products—particularly Johnson & Johnson cosmetics and hygiene items—in response to U.S. economic sanctions.	<b>Geopolitical risk</b>	<b>Geopolitical risk</b> is rising for Johnson & Johnson, as Trump has shared his plans to increase pharmaceutical tariffs.
Trump's plans for increasing pharmaceutical tariffs have been driving the conversation around Janssen, Johnson & Johnson's competitors are already responding and outlining their strategies in the U.S.	<b>Activism</b>	The <b>boycott</b> of American products by French and European alternatives is gaining, namely in what regards to <b>Johnson &amp; Johnson Cosmetics and hygiene products</b> .
<b>Regulatory scrutiny</b> toward Johnson & Johnson is increasing, as the U.S. Food and Drug Administration (FDA) has proposed new testing rules to ensure cosmetics are asbestos-free. Additionally, several <b>antitrust investigations</b> have been launched following one of the company's recent acquisitions.	<b>Regulatory risk</b>	<b>Regulatory risk</b> is rising, as the acquisition of Intra-Cellular Therapies has triggered multiple antitrust investigations.
	<b>Legal and Reputation risk</b>	Following the opioid legal battle, positivity is increasing as J&J actively advances its development of non-opioid pain alternatives.

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## Industry heatmap - Pharmaceuticals

J&J faces high attention for mature risks like regulatory, governance and legal risks, while people risk emerges as a new concern.

**Risk heatmap**

% Expected Media Exposure	J&J	Pfizer	Novartis	Roche	AbbVie	Amgen
Regulatory Risks	0%	-3%	-11%	0%	18%	1%
Governance Risks	76%	-18%	-21%	3%	-5%	-11%
Geo-Political Risks	-20%	60%	2%	-25%	-15%	-7%
Financial Risks	14%	-65%	-22%	1%	23%	-14%
Economic Risks	-1%	1%	7%	4%	18%	1%
Legal Risks	7%	-3%	158%	-70%	-70%	-27%
Operational risk	-27%	32%	89%	-4%	-46%	-50%
Political Unrest	-24%	27%	44%	-2%	-29%	-5%
People Risks	12%	30%	-7%	-17%	-62%	69%
Environmental Risks	63%	-48%	-57%	17%	-39%	78%
Activism Risks	-12%	45%	-15%	-48%	-83%	90%
Cyber Risks	-66%	54%	43%	-67%	14%	69%
Natural Disasters	-23%	17%	-7%	0%	84%	257%
Technology Risks	1%	86%	-68%	-78%	-15%	-41%
Tax Risks	-30%	58%	-33%	-15%	-1%	22%
Supply Chain Risks	0%	0%	0%	0%	0%	0%

SCV 20% 25% 18% 12% 11% 8% 7%

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## Regulatory and Legal Risk

**Regulatory and legal risks remain significant for Janssen due to multiple ongoing legal challenges.** These include a recent court order requiring the company to pay over \$1.64 billion in an HIV drug marketing case, and continued exposure related to the opioid crisis. Additionally, **FDA reports obtained through a FOIA lawsuit** revealed tens of thousands of adverse events associated with **COVID-19 vaccines**—91,000 linked to Janssen—raising concerns due to consistent alerts of serious incidents, including deaths. In Croatia, whistleblower allegations suggest **potential corruption** in the healthcare system, with claims that Janssen may have paid doctors to promote or prescribe their products. This raises the risk of **greater regulatory scrutiny in the EU and local markets** regarding promotional practices and ethical compliance.

High Media exposure (4,000+) Medium Media exposure (400-4,000) Low Media exposure (1-400)

Relative difference towards expected media exposure

4

## Pharmaceutical Entities – Monthly Risk Briefing

As of 2025-04

[Open in Application](#)

2025-04-30	Johnson & Johnson Reopens Lawsuit Against Mesothelioma Expert
2025-04-30	Samsung Bioepis Wins Bio-Miller lawsuit against J&J.
2025-04-30	Merck Shareholder Drops Suit Against Execs Over Gardasil Demand
2025-04-30	Pambio Elpak Chung won the Patent dispute with Revolade
2025-04-30	Pambio 'Elpakjeong' Korea won the final patent dispute with Revolade

## Top Risk Categories

**Insider Trading Allegation** has the highest cohort risk score, whereas your score is lower. You are **more exposed** to Insider Trading Allegation risk events than the cohort of selected entities.

Category	Score	Δ
Insider Trading Allegation	9	+8
Company Sued	6	0
Product Recall	4	+2
Labor Strike	3	0
Workforce Layoffs	3	0

19 more...

## 368 Risks within 7 Risk Categories for your company to Investigate:

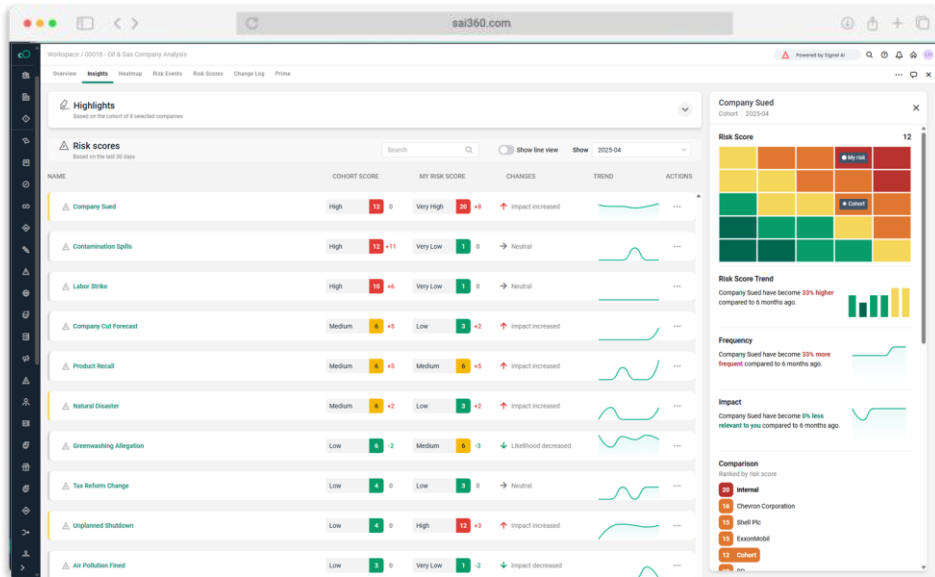
**Company Sued** is the category that has the highest volume of events. You are **more exposed** to Company Sued risk events than the cohort of selected entities.

Category	Events	Δ
Company Sued	348	-3.0%

## Remediation measures include:

- GRC Risk Assessments
- Providing training for your employees
- Evaluating your suppliers
- Revising your policies and attestations

Taking proactive steps will mitigate the risk and ensure preparedness.



# Benefits of Horizon Scanning

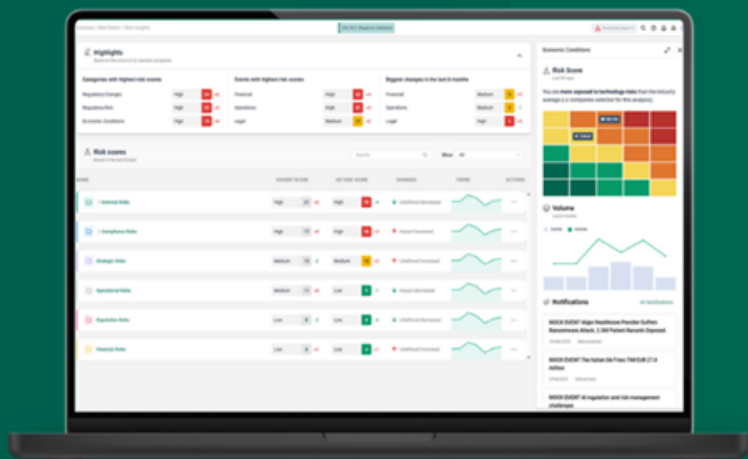
		<b>Early Risk Detection</b>	Proactively identify emerging risks before they escalate, allowing organizations more time to plan and implement effective mitigation strategies that reduce potential impacts.
		<b>Real-time Risk Decisions</b>	Leverage real-time, data-driven insights to empower decision-makers at every level, ensuring faster and more accurate responses to changing risk conditions.
		<b>Actionable Intelligence</b>	Provide continuous monitoring and real-time alerts, enabling organizations to quickly adapt to evolving risks through flexible and dynamic mitigation strategies.
		<b>360 Risk View</b>	Deliver a comprehensive, holistic overview of the risk landscape, helping organizations visualize both current threats and long-term uncertainties, ensuring a well-rounded risk management approach.
		<b>Competitor &amp; Industry Insights</b>	Monitor risks materializing across your industry and among competitors to anticipate disruptions early, benchmark preparedness, and gain a strategic edge.





# Horizon Scanning

Achieve a 360-degree view of risk by incorporating an external risk radar to detect risks early and take action – all on the SAI360 platform



Scan here to find out more  
and book a demo now





Enterprise &  
Operational Risk



IT Risk &  
Cybersecurity



Third-Party &  
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Business  
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Policy  
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Incident  
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Regulatory  
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Ethics & Compliance  
Training



Conflicts of  
Interest



Horizon  
Scanning

# Thank You

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