

From: [Lee James C](#)
To: [Cole Justin T](#)
Subject: FW: Updated OCIF Remarks
Date: Monday, June 20, 2022 1:46:30 PM
Attachments: [image001.png](#)
[OCIF Press Conference DRAFT Remarks \(Lee\) as of 6-14-22.docx](#)

LOOKING GOOD....

Yellow highlight are changes I made – very minor....choice of words.....

Red is either a question or an area showing duplicate.....

James C. Lee
Chief, IRS Criminal Investigation

(b)(6); (b)(7)(C) - Desk

(b)(6); (b)(7)(C) – Cell



From: Cole Justin T <Justin.Cole@ci.irs.gov>
Sent: Monday, June 20, 2022 12:51 PM
To: Lee James C <James.Lee@ci.irs.gov>
Cc: Cole Justin T <Justin.Cole@ci.irs.gov>
Subject: Updated OCIF Remarks

Jim,

As promised, attached are updated remarks for the OCIF press conference. While this may still change, this includes some really good language from the folks closest to the case and I think this version is going to be pretty close to the final version. As I mentioned, I'll have more info for you in the coming days, but nothing that will affect your role, just info to be aware of and we will have time on the trip down to get up to speed on that info.

Let me know if you have any questions.

Thanks,
Justin

Justin T. Cole
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Global communication plan

Operation Atlantis

Purpose

This communication plan maps out what products the J5 Media and Communications group will deliver in support of the second stage of Operation Atlantis media commentary.

Communications will aim to:

- Promote tangible success of operational activity for the J5.
- Reinforce the success of the J5 collaboration and show that the J5 is effectively pursuing transnational tax evasion and crime.
- Position the J5 chiefs as thought leaders in their home countries in the area of tax evasion and crime.
- Contribute to breaking the trust between tax evaders and the facilitators and promoters who assist them.
- Support the overall J5 communications plan by providing a tangible outcome for a J5 case.
- Continue the J5 Atlantis story, demonstrating significant progress.
- Work with the Office of the Commissioner of Financial Institutions, Puerto Rico to reinforce messaging.

This plan covers the proposed communications activities for each country following overt global action, showing communication that is planned globally and domestically. This plan is high level and countries may have their own domestic implementation plans that provide more detailed information.

Background

Operation Atlantis relates to jointly coordinated enforcement activity via the J5 involving the activities of a financial institution based in Puerto Rico.

A global coordinated day of action was undertaken by J5 partner agencies on 22 January 2020 with approximately 8 warrants (including civil and criminal action). The financial institution is suspected of facilitating a sophisticated system of numbered accounts to conceal and transfer wealth anonymously to evade their tax obligations on behalf of a global customer base.

Atlantis provides an opportunity to tell the international J5 story. To date, we have communicated about the J5 generally, and promoted various activities such as challenge activities and meetings, but until now we've not finalised a full operational activity to bring life to the activities of the J5.

This case has received different levels of coverage in each country. It has been a key case for some journalists in Australia.

It is likely that Atlantis will be the first big operation that provides an opportunity to communicate about the success.

- Communication for stage 1 was undertaken on 23, January 2020
- Communication for stage 2 will be undertaken on 30 June, 2022 US time

Commented [JH1]: Each country to include details on importance of the case in their own country.

Key Messages

Stage 2 – De-banking (previous key messages are available in the appendix)

- Today, the Joint Chiefs of Global Tax Enforcement join with the Office of the Commissioner of Financial Institutions, Puerto Rico to announce significant progress in relation to Operation Atlantis.
- Operation Atlantis was the first major overt operational activity for the J5 that we announced just over two years ago.
- At the time, we announced that we had conducted a globally coordinated day of action in relation to a financial institution that was suspected of facilitating money laundering and tax evasion for a global customer base.
- We said that we suspected that the financial institution was helping to set up a sophisticated system of numbered accounts that enabled customers to conceal and transfer wealth anonymously, evading their taxation obligations and launder the proceeds of crime.
- Since then, we have gathered evidence, shared intelligence and collected information through search warrants, notices to produce, interviews and subpoenas around the world.
- The global COVID pandemic may have offered us some practical challenges, but it's never stopped us in our goal of stopping tax evasion.
- Today's outcome is significant and it demonstrates the power of our global collaboration through the J5.
- While the J5 was busy conducting our own investigation, so too was OCIF.
- From 2021, we began to work in parallel, sharing information as appropriate.
- OCIF's decision on the future of the bank is welcomed by the J5.
- OCIF has made the decision based on their own audits and their own decisions.
- For the J5, this means the facilitation of tax evasion stops immediately. This is a huge success and an excellent disruption outcome.
- It stops them from being able to prey on innocent victims, and it stops them from facilitating money laundering and tax evasion around the world.
- This doesn't mean the J5s work is over. It's likely that the result of our work will result in further cases and investigations.
- It means that we have strengthened our international alliances, we have reinforced our commitment to target facilitators and enablers – those who help taxpayers to hide their income and assets.
- Today we've reached an important milestone towards ridding the world of offshore tax evasion. We've demonstrated that we have an enormous ability to share intelligence at speed, and to exert pressure to stop suspected crime and evasion, globally.

Communication approach for stage 2

- Communication for stage 2 should leverage communication from all countries.
- While all countries may not participate in the media conference, quotes from all chiefs should be included in the media release.
- In addition, each country should engage with J5 information by liking/sharing or commenting on social media and publishing their own where possible.
- A set of FAQs will be available to enable consistency with responses.
- Media enquiries can be answered by each country, but send around to the media and comms group for information to ensure consistent messaging and coordination where appropriate.

Media conference approach for stage 2

- A joint global media conference will be held to announce developments in relation to Operation Atlantis.
- The media conference will run from Puerto Rico on 30 June at 3pm. This will translate to 5am on 1 July in Australia. (TBC)
- The press conference will be run via TEAMS, with a phone option available in case of technology issues.
- Participants will include J5 and OCIF.
- For J5, Jim Lee will represent the US, and Will Day will represent Australia. If possible, other countries will also attend.
- Journalists who have had an interest in the case will be invited to dial in via a media alert distributed on the morning of the press conference. For Australia, this will include Nick McKenzie. Each country will need to identify which key journalists should be offered an invitation.
- A statement will be made by OCIF, then Jim Lee, then Will Day.
- Comprehensive speaking notes will be provided to speakers that will leverage collaboration and outcomes that are broader than prosecution.
- If OCIF distributes a release, a J5 quote can be included. It is recommended that a separate J5 release is prepared to enable all J5 messaging and Chief quotes to be included. This will enable support communication activities to be undertaken by countries.

Communication to be delivered

The communication for this activity will be led by a globally focused J5 media release issued on the day of action, including quotes from each Chief involved. This will be supported by a number of activities undertaken by each participating country. Each country will manage the implementation in their own country, taking into account local sensitivities and timings.

Global Implementation plan – J5 activities

Deliverable/Activity	Timing	Copy of item	Performance result
Media release – detailing facts of the case, countries involved, quotes from Chiefs	On day of action		
Media release – quote included in OCIF release (if appropriate)	On day of action		
Web content update – each country to update J5 page to include media release	On day of action		
J5 LinkedIn post #5taxcrime	On day of action		

J5 Junction article	After day of action		
Email update from Chiefs to group leads, to be shared with members	After day of action		
Information to be sent to OECD relevant task forces	After day of action		

COUNTRY BY COUNTRY DOMESTIC ACTIVITY

Phase 2 – De-banking – June 2022

Country	Deliverable/Activity	Copy of item	Performance result
Australia	<ul style="list-style-type: none"> • Publish media release on ato.gov.au media centre and push out to interested journalists with the offer of interviews with Will Day • As an alternative, publish on ato.gov.au/j5 website • Web content – link to media release and case study • LinkedIn – Pulse articles from Will Day or Brett Martin, to be shared with other countries • Leveraging strategy for Integrated Compliance and J5 staff to engage with Pulse • LinkedIn – post on ATO LinkedIn account with a link to the pulse article • Newsletters – information in Tax Professional newsletter and International business newsletter • Internal – myATO news article, and Integrated Compliance article • FAQs to help answer questions on social and media • Global social media monitor, domestic media monitor • PR push to financial institution contacts providing content/case study to reinforce our resolve to find those who deliberately evade their taxation • Leveraging through SFCT partner agencies such as AUSTRAC, ASIC, ACIC and Fintel alliance to promote success • Promotion of successful outcome through Stewardship (stakeholder) Groups • Input into Senate Estimates briefs where appropriate • Inclusion of content in speeches/presentations • Media monitoring activities 		
United States	<ul style="list-style-type: none"> • US to input tactics here 		
Canada	<ul style="list-style-type: none"> • Canada to input tactics here 		

United Kingdom	<ul style="list-style-type: none"> UK to input tactics here 		
Netherlands	<ul style="list-style-type: none"> Netherlands to input tactics here 		

Phase 1 – enforcement action – January 2020 - COMPLETED

Country	Deliverable/Activity	Copy of item	Performance result
Australia	<ul style="list-style-type: none"> Global media release with Australian Chief quotes included Publication of media release on ato.gov.au on 23 January Notify key journalists in advance of publication of release Potential background briefing of journalists (if required) or embargoed copy of release (if possible) Media relations activities – responding to questions, arranging interviews Additional key messages about Australian context FAQs to help answer questions on social and media Social media – posts on LinkedIn, Facebook and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime – this activity will be dependent on bushfire communications that may take priority Global social media monitor, domestic media monitor <p>After 23rd January</p> <ul style="list-style-type: none"> Newsletter articles: tax professionals, large business Internal news articles for relevant staff Infographic for shareable content LinkedIn Pulse article for Will Day/Brett Martin, with sharing as appropriate Updated information on ato.gov.au/j5 page, linking to media release/statement PR push to financial institution contacts providing content/case study to reinforce our resolve to find those who deliberately evade their taxation Promotion of successful outcome through Stewardship (stakeholder) Groups Input into Senate Estimates briefs where appropriate Inclusion of content in speeches/presentations 		Complete
United States	<ul style="list-style-type: none"> Domestic media statement after release of J5 release, to tell the U.S. context <i>Potential</i> background briefing of journalists Media relations activities – responding to questions, 		

	<ul style="list-style-type: none"> arranging interviews • Additional key messages about U.S. context • FAQs to help answer questions on social and media • Social media – posts on LinkedIn, Facebook and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime • Domestic media monitor • Inclusion of content in speeches/presentations 		
Canada	<p>The CRA's communication activities will focus on supporting its J5 partners who are actively participating in the Atlantis Day of Action. This support will include:</p> <ul style="list-style-type: none"> • J5 news release: posting the joint J5 media release in both Canadian official languages in the CRA Newsroom and distributing it to the subscribers of the electronic mailing list. • Social media: proactive strategy for CRA leadership and partners to retweet Twitter posts by J5 colleagues about the operation using the #J5taxcrime hashtag; proactive strategy to share LinkedIn articles and posts made by J5 Chiefs. • • Media relations activities – preparation of a “ready-made” statement signed by the CRA Chief to issue to reporters who have questions following the publication of the press release. • Public relations: using J5 messaging to ensure consistency with partners, proactively prepare media lines, questions and answers (Qs and As) and a Question Period Response (QPR-for parliamentarians). • Media monitoring activities 		Complete
United Kingdom	<ul style="list-style-type: none"> • Domestic media statement after release of J5 release, to tell the UK context • Media relations activities – responding to questions, arranging interviews • Additional key messages about UK context • FAQs to help answer questions on social and media • Social media – posts on LinkedIn and Twitter, plus share partner agency posts – link to media statement, use #J5taxcrime • Domestic media monitor • Promotion of successful outcome through Stakeholder Groups and appearances at external Conferences/ speaking events 		Complete
Netherlands	<ul style="list-style-type: none"> • Domestic press release based on joint press release. • More information about domestic activities (examining information for leads for criminal or civil investigations) and the information shared with the J5 partners • In the domestic press release a reference to our Team Criminal Intelligence • Retweet/like social media from J5 partners 		Complete

	<ul style="list-style-type: none"> Domestic media monitor Chief's quotes and key lines for domestic media 		
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It is likely that further communication will be undertaken as the investigation progresses. Details will be included at a later date.

Monitoring, metrics and evaluation

Communication objectives	Deliverable	Communication metric	Current	Achieved
To demonstrate to the community via communication activities that we are taking action on those who choose to evade their taxes	Social media Media releases	Reach and engagement Potential Reach	Benchmarks are available in evaluation	
To demonstrate to the community and the media what the J5 has achieved through Operation Atlantis	Social media Website	Nuvi mentions of J5/Atlantis Web hits / time spent on page	Benchmarks are available in evaluation	
To ensure staff are informed about the action underway through Operation Atlantis	Internal news stories	Readership figures	Benchmarks are available in evaluation	

Appendix

Day of action key messages	 Atlantis previous key messages day of
Day of action snapshot evaluation - benchmarks	 J5 - Global communication sna

From: [Cole Justin T](#)
To: [Lee James C](#)
Cc: [Cole Justin T](#)
Subject: J5 - Operation Atlantis - OCIF Press Conference Update
Date: Tuesday, May 24, 2022 10:44:41 AM

Looks like flights will work with no problem for the planned OCIF event. I will coordinate with Matt Line and Mike Batdorf some deconfliction issues but all good on our side.

Thanks,
Justin

From the call with OCIF Commissioner Natalia Diaz earlier today the general schedule would be as follows:

Thursday 6/30

1. 1000
 - a. OCIF will request that the bank principal be present at their office in PR where the cease and desist notice will be issued.
2. 0800-1200
 - a. Notice letters with instructions will be issue to financial institutions in Australia, Portugal and Ireland where the banks assets are currently held.
 - b. The notice will request freezing of the assets. J5 partners are currently assisting with this portion
3. 1400 (Approx)
 - a. Press conference

J5 communication snapshot – Atlantis

This document provides a communication snapshot of performance of the media and communications undertaken to support Operation Atlantis. Evaluation covers the period 23 January – 29 January 2020.

About the Operation Atlantis Day of Action

On 22 January 2020, J5 countries undertook various actions in support of a coordinated “Day of Action”. The enforcement activities were supported by a global communication strategy that included media, social media, internal communication, newsletter articles and updated web content.

Our objectives were to:

Provide support to the compliance activity by promoting success of operational activity of the J5	We achieved this through the implementation of the overall plan.
Demonstrate the success of the J5 collaboration, and show that the J5 is effectively pursuing transnational tax evasion and crime	We achieved this – some journalists commented that it was as if the J5 was communicating as a group, rather than five separate countries. This is an excellent result for the overall J5 branding.
Position the J5 chiefs as thought leaders in their home countries in the area of tax evasion and crime	We achieved this through Pulse articles and using Chiefs as spokespeople in media interviews. In some countries, journalists are asking to speak to the J5 Chief.
Contribute to breaking the trust between tax evaders and the facilitators and promoters who assist them.	We have had anecdotal information that there is commentary on some blogs saying that the J5 is serious about going after those who commit tax crime, as a result of the communication. We have created an air of uncertainty for some.
Support the overall J5 communications plan by providing a tangible outcome	This was an important milestone in the overarching J5 communication plan.

In detail, this is what we did, and how each activity performed.

Media

The communication was spearheaded by a global media release that included quotes from all countries. This was complemented by domestic releases in some countries where either additional information was included, or where their market needed additional localised media. The media release was published around 4pm US time on Thursday 23 January. The media approach included the issue of media release, embargoed information to selected journalists, facilitated interviews and responses to queries.

Australia: published the global [media release](#) which was provided under embargo to key journalists beforehand. We facilitated four interviews across print, radio and television and two written responses to requests for additional information. This resulted in 16 online articles and 2 print articles, with coverage across print, radio and television.

United Kingdom (UK): issued the global media release on [mynewsdesk](#). Simon York was interviewed by the Times of London

United States (US): published the global [media release](#) which was provided under embargo to journalists. Within the first six hours of the release, a majority of those reporters had published articles. Interviews were not undertaken however media enquiries were responded to.

Canada: published the global media release in both [English](#) and [French](#). Five enquiries were received and coverage was limited to Canadian publications.

Netherlands (NL): published the global [media release](#) and received enquiries focusing on details such as the name and location of the bank and the involvement of Dutch citizens.

Media coverage

Media coverage from each country was variable. Australia and US received substantial coverage despite issuing a release that was light on facts. Australia's coverage spanned radio, tv, press and online. US media wrote basic J5 articles with some operational details. Canada received limited coverage in traditional media, possibly because no Canadian residents were involved, however still achieved coverage in specialist publications and radio. UK and NL did not receive a great deal of coverage, but some online coverage and requests for updates were asked for. Coverage in the UK was localised to where the arrest was made, and special interest media. Dutch media coverage included a small newspaper and a platform for tax experts.

It is clear that when we are able to provide facts, media outlets are interested. They are hungry for updates about operational details. It is likely that we will be able to continue the conversation as further facts about the case are able to be issued.

Web content

Each country either updated their web content to include new information and logos or published the media releases to their website, or both. The IRS J5 website continues to be our main call to

action for people wanting further information but each country maintains important information in support of the J5.

Australia: In addition to publishing the media release (approx. 680 views at 6 minutes time on page), we also updated our [web page](#) (approx. 300 views at almost 4 minutes time on page).

United Kingdom: published the media release (approx. 1,570 views).

United States: published the media release and updated our web page.

Canada: published the media release in both English (230 views) and French (approx. 90 views).

Netherlands: published the media release (approx. 180 views).

Newsletters

Not every country has newsletters in place for specific audiences. Australia has newsletters targeting large business and tax agents.

Australia: developed articles for newsletters targeting large business and tax professionals. These newsletters typically have reasonable levels of readership and subscription levels are quite high.

Social media

Social media provided each country with a chance to show our unification, by sharing, retweeting, commenting and engaging on each other's posts. We ensured that all social media carried our #j5taxcrime hashtag to further consolidate our alliance. The hashtag was tweeted 18 times, with 10 of them coming from our agencies. One of our objectives was to position our Chiefs as thought leaders in tax crime, and the high level of engagement shows that this objective is achieving success. To further demonstrate our collaborative efforts, each country retweeted/shared/liked social media tweets/posts where it was possible to do so.

Twitter

Australia: posted a high performing [tweet](#) that was seen over 11,000 times (10 likes, one retweet and one negative reply).

United Kingdom: posted a [tweet](#) (17 likes, 14 retweets and five negative replies).

United States: tweeted four times:

- 7:49am 23 January – [retweeted](#) HMRC's [tweet](#) (three likes, one retweet and one reply (hidden)).
- 11:40am 23 January – [tweet](#) (seven likes, two retweets and one reply (hidden)).
- 2:50pm 23 January – [tweet](#) (13 likes and 11 retweets).
- 3:00pm 25 January – [tweet](#) (11 likes, five retweets and one neutral reply)

Canada: used a Twitter thread , which is a series of tweets that are linked, allowing for more information to be shared below in subsequent tweets. There were four threaded tweets in total:

- The first English [tweet](#) in the thread received 17 likes, 12 retweets and three replies (hidden). The first French [tweet](#) received one reply (hidden).
- The second English [tweet](#) received four likes, one retweet and one reply (hidden). The French [tweet](#) received one retweet and one reply (hidden).
- The third English [tweet](#) received four likes, one retweet and one reply (hidden). The French [tweet](#) received one reply (hidden).
- The last English [tweet](#) in the thread received five likes and one retweet. The French [tweet](#) received no engagement.

Netherlands: posted a [tweet](#) which was viewed 3,160 times (nine likes and eight retweets).

LinkedIn

Australia: published a [post](#) on the ATO corporate page (144 reactions, one negative comment) and Deputy Commissioner Will Day published a [LinkedIn pulse article](#) which was high performing (130 reactions, five positive comments) for an article of this type.

United Kingdom: Fraud Investigation Service Director Simon York published a [post](#) (100 reactions, 11 positive comments). HMRC [shared](#) Director Simon York's post (55 likes and one positive comment).

United States: IRS – CI Chief Don Fort published a [post](#) which was considered high performing (190 reactions and 16 positive comments).

Canada: [shared](#) ATO Deputy Commissioner Will Day's LinkedIn pulse article in both official languages on their LinkedIn account, with an accompanying post. (23 reactions and one comment).

Facebook

Canada: posted high performing posts on their [English](#) (24 likes, eight shares and 14 comments positive to neutral in sentiment) and [French](#) (nine reactions) Facebook pages.

Other social media coverage

Third party social media coverage from each country was variable. Australia achieved high levels of social media traction, a number of British trade journalists promoted the "Day of Action" and so did Canadian Accountant, an independent news source for the accounting profession.

Australia: Many media outlets backed their stories with social media which achieved high levels of coverage. Please note it is only possible to show number of followers, rather than actual views and sentiment of engagement was mixed:

- [ABC News](#) posted a [link](#) to their [article](#) on Facebook (746 reactions, 279 comments and 128 shares –4 million followers).
- [The Sydney Morning Herald](#) posted a [link](#) to their [article](#) on Facebook (55 reactions, 12 comments and six shares –1.1 million followers).
- [The Age](#) tweeted a [link](#) to their [article](#) on Twitter (10 likes, seven replies and six retweets – 877,000 followers).

- [Nassim Khadem](#) tweeted a [link](#) to the ABC News [article](#) on Twitter (six likes, one reply and one retweet –8,000 followers).

United Kingdom: A number of British trade journalists communicated about the media release on Twitter. The [Financial Crime Reporter](#) for [ACAMS moneylaundering.com](#) evidenced [this](#) (five likes and four retweets).

Canada: confirmed to the [Canadian Accountant](#) that ‘no Canadians detained in a major tax evasion bust by the J5 in Central America but they will be reviewing all files.’ The Canadian Accountant published this information in a [tweet](#) (one like and one retweet).

Internal communications

Every country promoted the “Day of Action” through internal communications. No external links to these communications are available.

Australia: published an article in our internal newsletter which reaches more than 20,000 staff.

United Kingdom: posted an internal newsroom article on the intranet and on Yammer. Both communications achieved a good level of engagement and generated conversations between staff.

United States: published articles on our internal websites for IRS employees.

Canada: will circulate an article to colleagues within the directorate and posting an article to the Wiki.

Netherlands: shared the media release on our intranet.

What do these results tell us?

The results show that there is a great deal of interest in the J5, especially operational matters. There is likely to be further interest as the investigation proceeds and we expect that providing more results and information will assist us in achieving more media and social media coverage. We need to continue to find ways to keep the J5 in the news on a regular basis to build on this and any operational successes, but it’s clear that we need to provide more facts, details and tangible information.

For Australia, there was a better than anticipated level of coverage from media and high levels of engagement through social media.

For the UK, the media can be quite cynical and are more interested in outcomes than actions, except in very high level cases.

For the US, there was mixed reviews of the press release from reporters. Some reporters were frustrated with the lack of details and some were excited to see the coordinated actions and know the lacking facts is part of the process.

For Canada, the coverage to date in both traditional and social media has been limited. This is likely because no Canadian residents have been detained as part of this operation. Publications shared

that they were very interested in the J5 but felt this announcement didn't have enough Canada flavour. There was agreement that there may be more to say in the future.

From: [Julie Holt](#)
To: [Cole Justin T](#)
Cc: [Kelly Leperou](#)
Subject: Key message - Atlantis [SEC=OFFICIAL]
Date: Friday, June 10, 2022 3:48:49 AM

Hi there

Please find following a key message suite. Please make any changes that you'd like so we can send around to the group before our meeting next week. I've included previous messaging so we can make sure it flows. Justin, the key messages are more like speaking points than a release, and they need some more work – I'll revisit next week. Hope this helps.

June 2022 key messages

- Today, the Joint Chiefs of Global Tax Enforcement join with the Office of the Commissioner of Financial Institutions, Puerto Rico to announce significant progress in relation to Operation Atlantis.
- Operation Atlantis was the first major overt operational activity for the J5 that we announced just over two years ago.
- At the time, we announced that we had conducted a globally coordinated day of action in relation to a financial institution that was suspected of facilitating money laundering and tax evasion for a global customer base.
- We said that we suspected that the financial institution was helping to set up a sophisticated system of numbered accounts that enabled customers to conceal and transfer wealth anonymously, evading their taxation obligations and launder the proceeds of crime.
- Since then, we have gathered evidence, shared intelligence and collected information through as search warrants, notices to produce, interviews and subpoenas around the world.
- The global COVID pandemic may have offered us some practical challenges, but it's never stopped us in our goal of stopping tax evasion.
- Today's outcome is significant and it demonstrates the power of our global collaboration through the J5.
- While the J5 was busy conducting our own investigation, so too was OCIF.
- From 2021, we began to work in parallel, sharing information as appropriate.
- OCIF's decision on the future of the bank is welcomed by the J5.
- OCIF has made the decision based on their own audits and their own decisions.
- For the J5, this means the facilitation of tax evasion stops immediately. This is a huge success and an excellent disruption outcome.
- It stops them from being able to prey on innocent victims, and it stops them from facilitating money laundering and tax evasion around the world.
- This doesn't mean the J5s work is over. It's likely that the result of our work will result in further cases and investigations.
- It means that we have strengthened our international alliances, we have reinforced our commitment to target facilitators and enablers – those who help taxpayers to hide their income and assets.
- Today we've reached an important milestone towards ridding the world of offshore tax evasion. We've demonstrated that we have an enormous ability to share intelligence at speed, and to exert pressure to stop suspected crime and evasion, globally.

Key messages from Day of Action

- Today, J5 partner countries have undertaken globally coordinated action in relation to a financial institution.
- The action occurred as part of a global investigation into an international financial institution that is suspected of facilitating money laundering and tax evasion for a global customer base.
- It is suspected that through the financial institution, a number of taxpayers are using a sophisticated system of numbered accounts enabling them to conceal and transfer wealth anonymously, evading their taxation obligations and launder the proceeds of crime.
- Today's coordinated action involved evidence, intelligence and information collection actions such as search warrants, notices to produce, interviews and subpoenas.
- Significant information has been gathered as a result and investigations are ongoing.
- It is expected further criminal, civil and regulatory action will arise from this operation in each country.
- This operation shows that the collaboration between J5 countries is working.
- This is the first major operational activity for the J5.
- Our increased collaboration, data analytics and intelligence sharing means there is no place worldwide you can hide your money to avoid contributing your obligations.
- We know that tax evasion is often undertaken to fund other illegal activities such as money laundering or terrorism financing.
- These confusing structures are easily untangled by our worldwide forensic auditing experts.

What happened previously?

- Today J5 partner countries have made a tactical move on a financial institution due to suspected facilitation of tax evasion.
- In the UK 2 Individuals have been arrested and interviewed with associated searches of their premises,
- 4 Notices to apply for Production Orders seeking material from a high street bank, a money service bureau, a cloud based service provider and a Trust or Company Service Providers (TCSPs) have been executed and 3 TCSPs have been visited by HMRC under UK AMLS supervisory regulations.
- In excess of 30 HMRC officers have been deployed across the country in support of this operation.
- In Australia the ATO has commenced investigations into sixteen Australian based clients of this organisation who are suspected to have undeclared income.
- Accounts have been frozen so no money can be moved without detection, enabling a full investigation by J5 partner countries
- Today's action shows the power of our combined efforts to rid our world of tax crime, fraud and evasion.
- If you have an account with the bank, come forward and make a voluntary disclosure
- We have access to evidence through data and information sharing that indicates that bank employees have provided advice about setting up structures designed to defeat common reporting standards and to hide money in offshore arrangements.
- One way the money is being moved is through pre-paid EFTPOS cards.
- We have requested data sets from international debit card issuers to identify tax evasion.
- So far this cooperation has been helpful in providing details and further leads.
-

Julie Holt

Director, Crime and Fraud Communications

Marketing and Communication, ATO Corporate
Australian Taxation Office

P (b)(6); (b)(7)(C) **M** (b)(6); (b)(7)(C)

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From: [Cole Justin T](#)
To: [Cole Justin T](#)
Subject: Media Advisory - J5 Press Conference in Puerto Rico Thursday, June 30, 2022
Date: Wednesday, June 29, 2022 2:16:14 PM
Attachments: [image004.png](#)
[image001.png](#)
[Media Advisory -OCIF-J5 Announcement 6_29.pdf](#)
[image005.png](#)

Good afternoon,

Please see the media advisory for a 2-part press conference taking place in Puerto Rico tomorrow. The first part will be an announcement by the Office of the Commissioner of Financial Institutions (OCIF) in Puerto Rico along with IRS-CI Chief Jim Lee. Australian J5 Chief Will Day and UK J5 Chief Simon York will also be present at the first event. The second event will take place 45 mins later on a different zoom link where Will Day and Simon York will make remarks. Jim Lee and OCIF Commissioner will also be available for questions on the second call. The events are being split up in order to allow the focus in the first event to be on the civil action being announced by OCIF tomorrow. The second event will focus primarily on the J5 actions related and moving forward. Media are invited to attend one or both of these calls. Please reach out with any questions.

Thanks,
Justin



Media Advisory

The Office of the Commissioner of Financial Institutions (OCIF) of Puerto Rico and the Joint Chiefs of Global Tax Enforcement (J5) will host a two-part media event Thursday, June 30. OCIF will announce the suspension of operations of a Puerto Rico-based financial institution that was the subject of Operation Atlantis, a global investigation launched by the J5 in 2020. Members of the J5 will be available to discuss J5 actions following the OCIF announcement.

OCIF Announcement:

When: Thursday, June 30 at 3 p.m. AST

Who: Commissioner Natalia Zequeira Diaz from the Office of the Commissioner of Financial Institutions (OCIF) of Puerto Rico and IRS Criminal Investigation (IRS-CI) Chief Jim Lee. Commissioner Zaqueira Diaz and Chief Lee will deliver remarks.

Link: To participate in this event, please use the following link (or please RSVP):

https://us02web.zoom.us/j/81050627825?pwd=rLJZ75cz6wQmGglwGt5qqSryg_Y2Z7.1

Meeting #: 810 5062 7825

P-code: 964238

One tap mobile

+13017158592,,81050627825#,,,,*964238# US (Washington DC)

+13126266799,,81050627825#,,,,*964238# US (Chicago)

J5 Announcement:

When: Thursday, June 30 at 3:45 p.m. AST

Who: J5 Chiefs from the United States, the United Kingdom and Australia. Simon York, Chief and Director of Her Majesty's Revenue and Customs (HRMC) Fraud Investigation Service, and Will Day, Deputy Commissioner of the Australian Taxation Office, will deliver remarks. U.S. Chief Jim Lee and OCIF Director Natalia Zequeira Diaz will also be present and available to answer questions during this event.

Link: To participate in this event, please use the following link (or please RSVP):

<https://us02web.zoom.us/j/81591731675?pwd=CDSg2sDO9q09Aml4iPAkTYvimTUzxf.1>

Meeting #: 815 9173 1675

P-code: 421410

One tap mobile

+13017158592,,81591731675#,,,,*421410# US (Washington DC)

+13126266799,,81591731675#,,,,*421410# US (Chicago)

Where: OCIF Headquarters

1492 Ave. Ponce De León, Suite 600

Central Europe Building

Santurce, Puerto Rico

Reporters may participate in one or both events, but out of respect to the participants and local media attending in person, reporters are asked to keep the focus of their questions to the topics and individuals present for each event.

Background: The [J5](#) is a world-leading operational alliance between the United Kingdom, the United States, Canada, Australia and the Netherlands, dedicated to combatting international tax crime and money laundering and those who facilitate it. The Chiefs are Simon York (Her Majesty's Revenue and Customs), Jim Lee (Internal Revenue Service), Eric Ferron (Canada Revenue Agency), Niels Obbink (Dutch Fiscal Information and Investigation Service) and Will Day (Australian Taxation Office).

***Media planning to attend in-person should email Justin.Cole@ci.irs.gov to RSVP. Prepared remarks from the J5 Chiefs will be posted at www.irs.gov/J5 following the news conference.

#J5#

Justin T. Cole

Director, Office of Communication

IRS Criminal Investigation

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Washington, D.C. 20224
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(202) 768-2110 – cell
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#J5#