

# Discover what we can do for you

Count on our competence on  
the way to the digital age.

# Who we are



“Technology doesn’t generate ideas, but we need ideas to create new technologies. That’s why we focus on human beings, now and in the future.”

Dr. Ulrich Störk  
Executive Board Spokesman,  
PwC Germany

Dear Readers,

Let me start with what is most important: you, our clients. Your goals and concerns are at the centre of everything we do, and so is the added value that we, as Germany’s leading accounting and consulting firm, can produce for you.

From strategy through execution, we are with you every step of the way as we enter the digital age, helping you to use the potential for growth offered by the digital world to achieve success. What drives us? A combination of experience and innovative thinking. We combine our traditional core competencies in auditing and consulting with our digital expertise, agility and innovative approaches.

We are committed to providing the highest standards of quality and we firmly believe that the solution to a complex issue is best achieved as a team.

Our interdisciplinary teams consist of generalists and specialists, IT experts and MBAs, designers and prototypers working together across national borders. That’s why “Work together” is also at the heart of our corporate culture along with “Act with integrity”, “Make a difference”, “Care” and “Reimagine the possible”. These are the five values identified by our employees around the world as key to our day-to-day actions. This is how we ensure that we build trust in society and solve important problems.

Find out for yourself what we can do for you, here, on our website or at any of our 21 locations throughout Germany.

We look forward to meeting you.

Yours sincerely,

Ulrich Störk

From tax advice to liquidity planning and from process optimisation to IPOs, our entire range of services is tailored to your needs. We provide integrated advice and support, and develop customised solutions whether family businesses, middle-market companies, large corporations, associations, public organisations, or NGOs.

We employ all of our resources for you: In Germany alone we have around 600 Partners and nearly 12,000 experts at 21 locations committed to supporting our clients with high-quality assurance, advisory, and tax services. That means you benefit from our highly-qualified expert knowledge, modern auditing and advisory approaches, reliable process standards, and our global PwC network.

We have a unique mix of experience, industry knowledge, expertise, and commitment to quality as well as the resources of our expert network in 155 countries. Whether you are already active internationally or want to enter new markets, we can support you anywhere in the world.

Continuous innovation management is another PwC hallmark. We are always thinking one step ahead and are aware of the opportunities – and risks – your company will be facing tomorrow.

## Services

- Audit, accounting, and reporting services
- Tax and legal advice
- Strategy, organisation, processes, human resources and systems
- Transactions
- Financing and investment
- Restoration, restructuring and forensic services
- Regulated industries
- Digital Services
- Legal advice<sup>1</sup>

### Germany



**21**  
locations

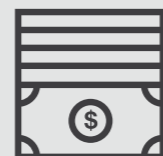


### Worldwide



**741**  
locations

**2,3 Bn. €**  
in revenue



**43 Bn. \$**  
in revenue

**12.108**  
employees



**284.258**  
employees

<sup>1</sup> Legal advisory services are provided by PricewaterhouseCoopers Legal AG Rechtsanwaltsgesellschaft.

# Our expertise

## **You have complex needs. We have a network of expertise.**

To meet the highly complex requirements of our clients, we have combined our experience from various industries into three service lines:

- **Assurance:** audit and audit-related services
- **Tax & Legal:** tax and legal advice
- **Advisory:** deals and consulting

We also work across service lines to offer you real added value. What is more, at PwC we use the most modern auditing, consulting and valuation approaches, which enable you to maintain – and even enhance – your position in a constantly-changing competitive environment.

## **Digital services**

We adopt a comprehensive advisory approach. From strategy through execution.

At our Experience Center we work together with you and interdisciplinary PwC teams to develop new digital solutions that can be implemented quickly.

Experience shows that we achieve very good results with our BXT model. BXT stands for the three perspectives that are the focus in all of our projects: Business, eXperience, and Technology. By linking business expertise with technological knowledge and agile, user-centred methods we start by creating prototypes that are then tested and refined until they are ready for market. This gives clients a unique experience at the Experience Center, one that creates competitive advantages for companies. The Experience Center in Frankfurt am Main has employees from a huge range of disciplines and nations. PwC has opened Experience Centers in over 30 cities around the world.



The executive board of PricewaterhouseCoopers GmbH WPG, from left to right: Clemens Koch (Financial Services), Marius Möller (Chief Operating Officer), Petra Justenhoven (Assurance), Dr Ulrich Störk (Management Board Spokesman), Klaus Schmidt (Tax & Legal), Dr Joachim Englert (Advisory), Mark Smith (Markets). Dr Peter Bartels and Uwe Rittmann are also on the board.

## **You have diverse challenges. We have smart strategies for success.**

We are not just good with numbers; we understand markets, the competitive environment, and national and global economies. This requires knowledge as broad as it is specialised, and that is where our constantly-growing industry expertise comes in handy.

Our specialists work across business areas in a global network and are thus always nearby. That's why we can provide you with customised services from a single source. Our main goal is to meet any challenge from our clients head on – no matter the industry or issue.

## **You have a specialty. We have experienced specialists.**

PwC is not only active around the world but also in all industries. Take advantage of our extensive know-how and problem-solving expertise.

### Industries and markets

- Supervisory boards
- Automotive
- Energy
- Family businesses and middle market
- Financial services
- Health industries
- Retail and consumer
- Industrial products
- International markets
- Capital market-oriented businesses
- Public sector
- Private equity
- Private clients
- Real estate
- Start-ups
- Technology, media and telecommunications
- Transportation and logistics



“With the Experience Center, we are creating a space for innovation and promoting a new kind of interdisciplinary cooperation: From auditors and prototypers to interface designers, the people working here are experts in finding customised solutions with our clients.”

Olaf Acker, Digital Services Leader EMEA, PwC Deutschland

# Our corporate responsibility

## You act sustainably. So do we.

Our actions today will affect our world tomorrow. We are conscious of the responsibility we have to our clients, our employees, society and the environment.

The rapid progress on digitalisation requires high levels of innovation and adaptability. We help our clients during this process to align their business and social goals in order to achieve sustainable value.

At the same time we promote the responsible roll-out of digitalisation across value chains and public acceptance of the fundamental changes involved in digitalisation.

## Partnership with Deutsche Sporthilfe

Achieving goals is what motivates us. To do that, we give our all. Performance sports work in exactly the same way. Therefore, we have been partnering with the Deutsche Sporthilfe Foundation since 2011.

We have been highly successful in giving athletes the support they need to make their dream of winning an Olympic medal come true. As an official sponsor of excellence we deliberately concentrate on the best talent since they are role models for us and society. But “off the court” we also offer sponsored athletes added value by networking with them to share knowledge and information.

## Global Solutions Summit

What might tomorrow’s world look like? This is something we are thinking about at PwC. In line with our purpose statement “build trust in society and solve important problems”, we want to make a real contribution to solving the important problems of our time to restore lost trust. So we are bringing our experience, expertise and know-how to bear to the Think 20 Summit (T20) as one of their principal partners. The T20 is one of several summits held in the run-up to the annual G20 Summit. Together with representatives from science, business, and politics, we develop solutions for global challenges, such as what our work might look like in the future and how we deal with migration. The solutions developed here feed into recommendations delivered to the G20 Summit.

Kiel  
Schwerin  
Bremen  
Hanover  
Bielefeld  
Essen  
Leipzig  
Cologne  
Mannheim  
Hamburg  
Berlin  
Osnabrück  
Duisburg  
Kassel  
Dusseldorf  
Erfurt  
Frankfurt am Main  
Saarbrücken  
Nuremberg  
Stuttgart  
Munich



From north to south and east to west: PwC is always close by. For more information, including where to find us, please visit [www.pwc.de/about-us/en](http://www.pwc.de/about-us/en).



PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft adheres to the PwC- Ethikgrundsätze/PwC Code of Conduct (available in German at [www.pwc.de/de/ethikcode](http://www.pwc.de/de/ethikcode)) and to the Ten Principles of the UN Global Compact (available in German and English at [www.globalcompact.de](http://www.globalcompact.de)).

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[www.pwc.de](http://www.pwc.de)