



Our Impact Plan 2023



July 2024
KPMG Professional Services

Table of content

Foreword	3
Corporate Affairs	4
Our Impact Plan	5
Our purpose	6
Driving impact, where passion fuels progress Our priorities Our approach Highlights	
Governance	12
Driven by purpose, guided by values Transparency, trust, and accountability Culture and value Ethics and compliance Cyber resilience capabilities	
People	16
Creating a caring, inclusive and purpose-led culture Human capital IDE focus and commitments Learning and development Building the future talent Caring for our people From vision to impact Awards and recognition	
Planet	32
Reducing our impact on the environment Innovating with tools and processes to embed sustainability	
Prosperity	36
Businesses can drive positive change Social and economic impact Uplifting our communities	
Looking forward	44
Contacts	45

Foreword

Looking back, we marked another year of steady steps in our march towards creating a long-lasting impact. Each year, we expand our sustainability efforts within the defined four pillars of Our Impact Plan, building on existing programs and initiatives with the goal to bring our ESG and sustainability principles to life in more impactful ways.

The future belongs to those who drive change, and we are dedicated to integrating different ways of sustainability into our strategies and day to day work plans. We are proud that in our approach to clients, we have been able to help them build sustainable frameworks for their organizations. Working across various fields within our scope, we take on the responsibility of merging sustainable actions into all areas of business and transforming existing practices into sustainable, eco-friendly, and long-lasting alternatives.

This year, we shed a light on water bottle pollution, specifically the impact of plastic water bottle consumption within our own organization. Recognizing the need for an action to mitigate its effects, we launched our **For a sustainable world**

campaign which aimed at minimizing plastic usage and promoting sustainable practices among our staff. By providing reusable water bottles to all employees and installing water coolers, we encouraged the adoption of eco-friendly alternatives and fostered a culture of sustainability in our workplace, leading to a significant reduction of plastic water bottles waste.

As part of our commitment to giving back to the society that helped us flourish, we worked on initiatives directed towards youth, and training sessions on food waste, surplus management, and a variety of real issues facing our community today.

Our people are at the core of our sustainable vision, and their well-being remains a top priority for us. In continuous support of our Inclusion, Diversity, and Equity (IDE) agendas, we worked towards fostering authenticity in our work environment and a sense of belonging throughout our office. Another crucial pillar for our sustainability footprint is knowledge, our learning and development plans have evolved into a complete circle of feedback and improvement. By investing in ways to measure Learning and Development (L&D) success and analyzing data from learners, we have upgraded our onboarding, Buddy programs, and L&D plans.

As we look to the future, we recognize the importance of intensifying our commitment to sustainability. We will continue to enhance our agendas and upgrade as per changes, as this is essential to creating a safe future. Despite the significant progress we have made thus far, we remain open to learning and improving.



Dr. Abdullah Hamad Al Fozan
Chairman and CEO

Corporate Affairs

Our responsibility as a firm extends beyond delivering professional services to our clients. We believe that we – along with other firms in the industry – have an obligation to leverage our influence, resources, and expertise to foster a more equitable and sustainable world.

We are proud of our achievements and steps to continue to strengthen the trust with our people, clients and communities and this annual report is intended to showcase our initiatives and to inspire our people and network to join us on the journey toward a better future.

The recent restructuring of our Corporate Affairs function allows us to focus on maintaining the organization's image as well as enhancing business performance through leading the organization's strategic communication, building, and maintaining strategic relationships with key stakeholders, and very importantly, identifying opportunities to improve our impact both internally and externally.

Within corporate affairs, we look to Our Impact Plan team to lead our environmental, social, and governance (ESG) and community initiatives, ensuring that we give back to our community in a manner that aligns with our organizational culture and values.



Ebrahim Baeshen
Regional Managing Partner – Jeddah,
Head of Corporate Affairs

My appreciation to them for leading this important program, for their unwavering support and commitment.

We are committed to make a positive impact on society through integrating sustainability and social responsibility into our operations. We believe that fostering a diverse culture drives innovation and creates an environment where every individual can contribute to the firm's overall success.

We are dedicated in upholding the highest standard of ethical conduct both personally and professionally. With a commitment to integrity, accountability, and ethics, we are able to sustain a culture of trust and excellence.

Our Impact Plan

I am deeply honored to lead the Impact program for our organization, a program that embodies our solid commitment to fostering a better world through four foundational pillars: People, Planet, Prosperity, and Governance. In our team, we are inspired by the extraordinary mission we must foster a meaningful change, and we see it as our duty to build a legacy of positive impact, creating a brighter future for our people, our planet, our communities while we grow our trust both within our firm and our external stakeholders.

This report represents the successes we have had in making this positive impact a reality, reflecting our journey, and showcasing our initiatives which have started reaping their success already in all our four pillars.

People: We envision a workplace where every voice is heard, well-being is prioritized, and every individual feels a genuine sense of belonging. By embracing diversity and championing equity, we unlock the true potential of our team, enriching our collective experience and driving innovation. This commitment has earned us recognition as the Best Workplace at the Fast Company 2023 *Most Innovative Companies Middle East Awards*.



Kholoud Mousa
Partner, Head of Our Impact Plan

Planet: Our commitment to the environment is unwavering. We are dedicated to sustainable practices, reducing our carbon footprint, and championing green initiatives. Our efforts have already resulted in a significant reduction in plastic usage across our offices, showcasing our dedication to promoting a healthier planet.

Prosperity: Supporting the communities we live in is central to our mission. We make tangible contributions through social programs, education support, and partnerships with local organizations, fostering positive change. We are proud to be recognized as one of the Top 50 best-performing companies in corporate social responsibility in Saudi Arabia by Forbes.

Governance: Effective governance is the backbone of our endeavors. Our ISO 27001 and 9000 certifications demonstrate our commitment to security, quality, and the highest standards of integrity, transparency, and accountability. These principles ensure that our actions build trust and reflect our core values.

I would like to extend my heartfelt gratitude to our team, staff volunteers, colleagues, and external partners. Their dedication and collective efforts were instrumental in driving this meaningful work now and forward as we look ahead to amplify our Impact.

Together for better.

Our purpose



Driving impact, where passion fuels progress

It's not just about what we provide; it's about the difference we make. At KPMG, we firmly believe that our actions today shape the world of tomorrow. That's why we consider it our responsibility as an organization to ensure that each step we take is aimed towards inspiring confidence and empowering positive change in our community.



Khalil Al Sedais
Regional Managing Partner – Riyadh, Head
Nationalization Committee

“ At the heart of our organization lies the unwavering belief that our people's growth is the cornerstone of our success. Fostering an environment where every individual can flourish, contribute meaningfully, and express their ideas with confidence is more than a duty; it's a profound investment in our shared future and collective excellence. ”

Our priorities

Impact is embedded in everything we do, an essential part of our firm's strategy and at the heart of our mission to **inspire confidence and empower change**.

Impact is made when our efforts are combined

Our impact



Towards a sustainable impact

At KPMG, we are dedicated to creating a meaningful impact through investing in ESG commitments.



Our commitment

We align our strategic priorities with the urgent issues at hand, organizing them according to the fundamental pillars of Governance, People, Planet, and Prosperity.

Who are we



Purpose

To meet our ESG responsibilities towards our people, clients, and community.



Our aim

To be socially aware, create impactful change, and deliver on Our Impact Plan commitments with an intentional conscience.

Our priorities



Inclusion, diversity and equity (IDE) awareness

Creating a clear IDE learning path and awareness campaigns. Continue to empower women at all levels and functions, and establishing wellbeing programs.



Eco-friendly offices

Investing in cutting-edge methods to promote an eco-friendly environment and incorporate eco-friendly approaches in the work place.



Community investments

Supporting the educational endeavors of small and medium-sized enterprises in accelerating their growth, and enabling our people to directly contribute to making a difference.

Our approach

Emphasizing ESG principles is crucial for building trust, managing risks, creating value, and ensuring business resilience towards sustainability. Our diligent monitoring of climate, people, and community aspects over the past two years has culminated in the launch of Our Impact Plan (OIP), consolidating our ESG commitments.

In the **Governance** pillar, we prioritize strong governance through a framework focused on transparency, accountability, and ethics. These ensure compliance with local regulations while maintaining global standards and actively supporting the Sustainable Development Goals (SDGs).

In the **People** pillar, we are keen to build an inclusive, diverse, and equitable workplace. We leverage the strengths of a varied workforce by fostering an environment where all individuals

can flourish. This commitment is realized through ongoing learning and development programs that empower employees to excel and succeed.

In the **Planet** pillar, we prioritize sustainability through innovation and collaboration across various initiatives. A robust system measures and lowers our carbon footprint, pinpointing areas for environmental optimization. We are on a path to set quantifiable targets and foster a company-wide culture of sustainability.

In the **Prosperity** pillar, we aim to bolster our investment in collaboration with local communities, expanding our regional presence to provide meaningful support. This commitment extends to nurturing young talent through educational programs and mentorship, contributing to the success of the future generation.

Our values



Integrity

We do what is right.

Excellence

We never stop learning and improving.

Courage

We think and act boldly.

Together

We respect each other and find strength in our differences.

For Better

We do what matters.

Governance

Following our values to do the right thing, the right way, always.

People

Creating a caring, inclusive, and values-led culture for our people.

Planet

Reducing our impact on the environment to build a more sustainable and resilient future.

Prosperity

Driving purposeful business practices and good corporate citizenship.

Highlights



Governance



Awarded ISO 27001 and 9000 certificates reflecting our commitment to delivering the highest standards of security and quality in all we do.



Building a **culture of resilience** with training programs and driving a culture of security awareness.

People



Our efforts to attract and retain top female talent resulted in **5% growth in women representation**.



Started new **Graduate Development Programs** for Advisory and Audit.



Acknowledged as **Best Workplace** for creating a positive social impact through our initiatives.



14+ events and **1300+** attendees to our IDE gatherings.

Planet



46% reduction in plastic use in our offices.



Implemented **sustainable solutions** to reduce our environmental impact.



Partnered with local entities **promoting sustainability** in the region.

Prosperity



20+ partnerships and sponsorship arrangements.



7300+ support hours (includes pro bono hours, skill-based activities, and financial support).



190+ participants across our offices.



Top 50 best performing companies in corporate social responsibility in Saudi Arabia.

Governance

Driven by purpose, guided by values

We aim for impactful outcomes that benefit both our clients and our community. We prioritize economic, environmental, and social impacts, aligning financial success with societal well-being.



Wissam Safwan
Regional Managing Partner – Lebanon

“ We believe that a healthy work environment is the foundation of success. That’s why at KPMG we prioritize investing in our people and actively supporting our community, especially during challenging times. By achieving a positive work culture that drives impactful change, we attract and retain top talent, ensuring a sustained growth and excellence in all we do.”

Transparency, trust, and accountability

At KPMG, we go beyond simply performing tasks. We believe in infusing our work with meaning and purpose, which drives our people to excel. This reflects in our industry-leading services, benefiting both our clients and the communities we serve. Whether you're part of our team or one of our clients, focusing on our core purpose empowers us to create a meaningful impact that lasts for generations.

Culture and values

Our focus on what truly matters – **acting as responsible stewards for the future** – is the cornerstone of our purpose: Inspire confidence, empower change. Achieving these objectives necessitates a holistic approach, and we carefully consider the economic, environmental, and social impact of everything that we do. This extends to aligning our financial and societal performance, embracing the principles of stakeholder capitalism.

In essence, we foster an environment where purpose fuels impact.

Our dedication to information security is resolute. We recognize it as a fundamental pillar in safeguarding client data and building trust in the digital landscape. With our extensive expertise, we take a leading role in setting and promoting industry-leading cybersecurity standards and best practices across our global network.



Ethics and compliance

Quality management and assurance

We maintain an unwavering focus on the quality of audit and assurance, recognizing its pivotal role in fostering public trust within the capital markets. Our commitment to this principle is exemplified through our System of Quality Management (SoQM), which is designed to ensure compliance with the International Standard on Quality Management (ISQM1) requirements issued by the International Auditing and Assurance Standards Board (IAASB). SoQM stands as a robust system that empowers us to navigate complex business environments and deliver consistent, accountable services. Having completed our first year of evaluation on the firm's SoQM as of 30 September 2023, we concluded that the quality management system has been properly developed and implemented effectively to provide the firm with reasonable assurance on the objectives of the SoQM.

Focusing on internal audit quality

Trust is paramount in our relationships with stakeholders and the companies we serve. Audit quality remains the cornerstone of our professional reputation, and we continuously invest in evolving our approach alongside emerging technologies and methods. This guarantees a top-tier experience for both clients and teams. In line with this focus, our dedicated Audit Committee oversees a comprehensive framework encompassing governance, risk management, ethical standards, and legal compliance.

Ensuring secure and quality services

One of our latest milestones was achieving the ISO 27001:2013 for Information Security Management Systems, ISO 9001:2015 for Quality Management Systems, and finalizing the transition to ISO 27001:2022.

Through collaborative implementation across our Information Technology Services (ITS), QRM and National IT Security Officer (NITSO) teams, we established robust security and quality frameworks. These frameworks not only optimize our overall performance, but also ensure that client needs and expectations are consistently met.

With this recognition, we reaffirm our position as a trusted partner within the industry, assuring clients that their information is secure and that they can consistently expect top-quality services.

Addressing evolving threats in a digital world

We are aware of the ever-evolving threat landscape, particularly the prevalence of phishing emails and cyberattacks. Therefore, we work collaboratively with industry leaders to identify and address phishing attempts swiftly. We prioritize physical security measures as a critical first line of defense, recognizing the importance of a layered defense.

We prioritize ethical conduct by maintaining a locally-operated whistleblowing hotline, monitored by our Quality and Risk Management QRM function. This confidential reporting channel empowers employees to voice concerns regarding the firm's professional work, client/supplier activities, or internal matters. The hotline specifically addresses concerns in accounting, internal controls, auditing, financial crime, and adherence to professional standards. All reports are investigated under the oversight of in-house legal counsel acting as ombudsman, ensuring anonymity throughout the process.

Cyber resilience capabilities

As part of our own organization's cyber defense systems, we have also conducted a range of specific measures. This includes incident the implementation robust incident response protocols to effectively manage and mitigate potential cyber threats. Further, a proactive defense system, utilizing advanced defense strategies and cutting-edge technologies to proactively identify and prevent cyberattacks.

Another factor is driving a culture of security awareness. This includes getting leadership support and actively promoting a culture of data privacy and cybersecurity principles throughout the organization with leadership buy-in. It also encompasses employee training, a continuous training programs to ensure everyone has the necessary skills and cybersecurity awareness.

People



Creating a caring, inclusive and purpose-led culture

At KPMG, we embrace diversity. At present, we have people from more than 40 nationalities working with us across the different offices and we are continuously working to meet our inclusion, diversity and equity commitments with regards to women empowerment, people, and lifelong learning.



Ahmed Almusharraf
Head of People

“ We believe that fostering a diverse and inclusive culture drives excellence and innovation and creates an environment where every individual can contribute to the firm’s overall success – and to society at large. As part of that commitment, we aim to provide our people with the opportunities to develop themselves, like L&D programs, but also flexible working policies and other initiatives that help to create the right environment.”

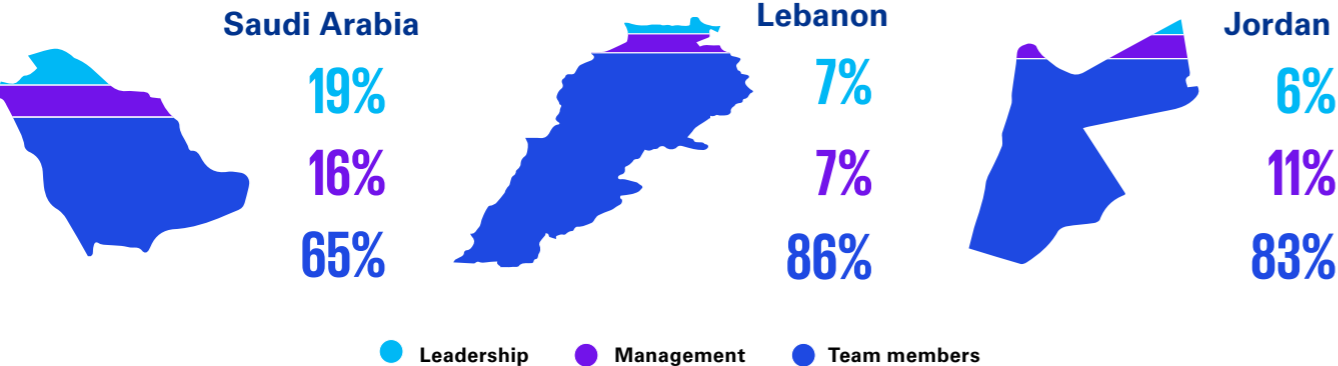
Human capital

Through our recruitment policies, employee benefits, continuous learning opportunities, and career path planning, all supported by an inclusive, diverse, and empathetic internal culture, we consistently work towards creating a workplace that embraces a variety of nationalities and reduces silos.

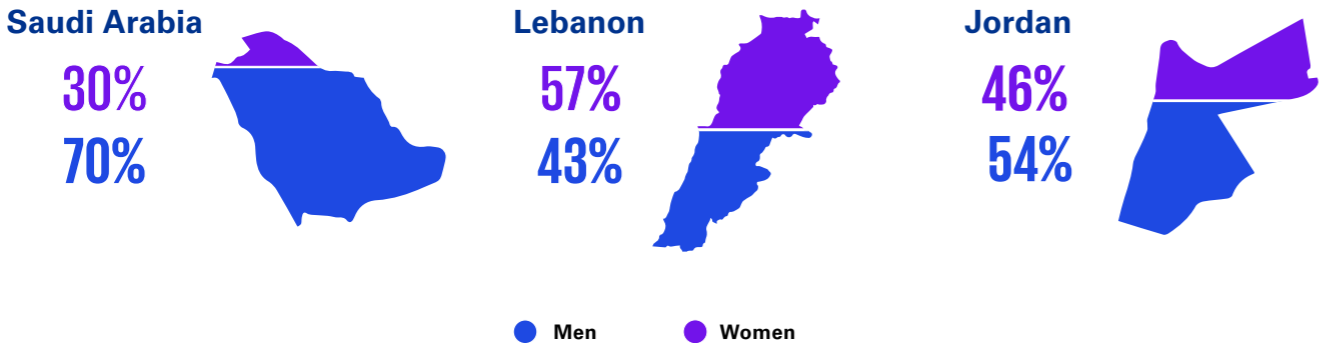
Headcount



Workforce by level

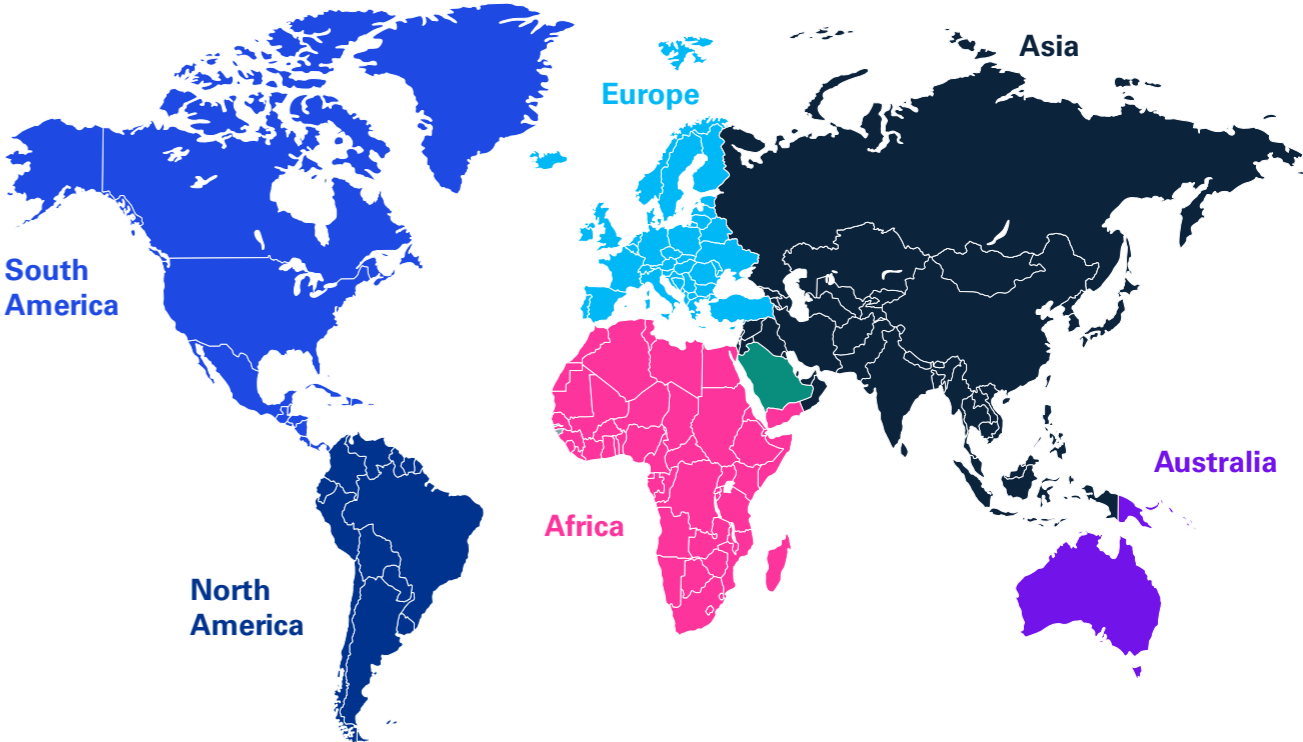


Gender ratio



Global diversity

40+ nationalities

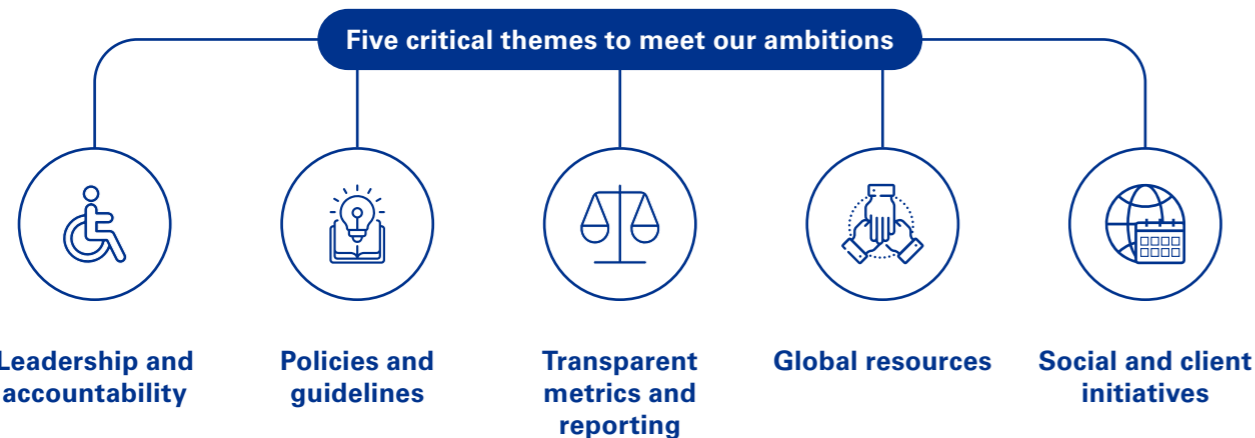


- Africa**
 - Egypt
 - Sudan
 - South Africa
 - Tunisia
 - Morocco
 - Somalia
- Asia**
 - Saudi Arabia
 - Lebanon
 - Pakistan
 - Sri Lanka
 - Yemen
 - Iraq
 - Syria
 - Russian Federation
 - Jordan
 - Palestine
 - Bahrain
 - Malaysia
 - India
 - Vietnam
 - Philippines
 - Bangladesh
- Europe**
 - United Kingdom
 - Poland
 - Ukraine
 - Netherlands
 - Belgium
 - Croatia
 - Cyprus
 - Finland
 - Spain
 - Sweden
 - Germany
 - Greece
 - Portugal
 - France
- South America**
 - Brazil
 - Chile
- North America**
 - USA
 - Canada
 - Panama
- Oceania**
 - Australia

IDE focus and commitments

Inclusion, diversity, and equity (IDE)

Inclusion, Diversity, and Equity (IDE) fall under our People Pillar within Our Impact Plan. IDE is both a business and moral imperative that supports us in building trust with our people, our clients, and the communities in which we live and operate. Our IDE collective action plan consists of five critical goals to meet our ambition.



These five goals create meaningful change and are underpinned by three pillars:



Built on trust, through establishing and instilling an IDE culture to do what is right for our people, clients, and communities.

Continuous excellence through learning, where we upskill our people members and share available resources.

Constantly developing initiatives and strategies and implementing policies and procedures supporting gender equality and equity.

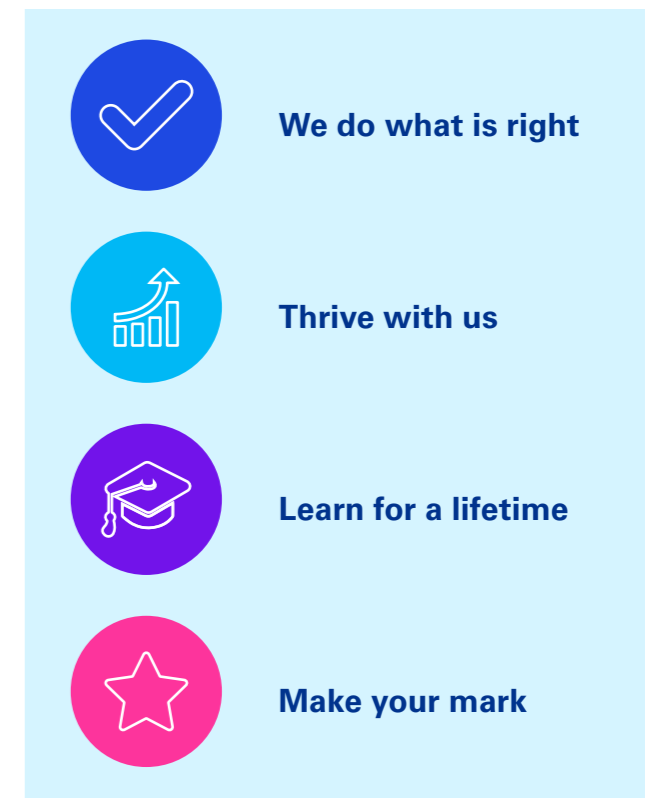


Employee Value Proposition

We cultivate an empowering environment where our people can leverage their expertise and passion to achieve their full potential. This is accomplished through a strong framework of growth and development opportunities, continuous upskilling initiatives, and a commitment to work-life balance – enabling each person to make a meaningful contribution in their journey with us.

At KPMG, our success is built upon our most invaluable asset – our people. When we attract and retain high-performing individuals who embody our purpose and values, a ripple effect of positive impact is generated. This extends to our clients, and fosters a vibrant internal community, strengthens the social fabric, and contributes to a sustainable world.

To further solidify our position as an employer of choice, we are introducing a comprehensive Employer Value Proposition (EVP) framework. Built upon four key pillars, this framework clearly outlines the distinct advantages and experiences that define us as both a leading professional services firm and a responsible corporate citizen.



Learning and Development

Our people’s development journey is supported by our Continuous Learning Policy and digitally-enabled platforms. One such platform is Degreed, which empowers people to acquire technical, functional, and professional skills at their preferred pace.

Learning and Development (L&D) is deeply integrated into our core values, our brand identity, and our commitments outlined in Our Impact Plan. It empowers our teams with essential technical expertise, critical skills, and a strong ethical foundation, enabling us to deliver exceptional service to our clients, collaborate effectively with our colleagues, and make a positive impact in our communities.

As our investments have led to a notable increase in formal learning hours per employee compared to last year by 80 percent, we are shifting our focus from relying solely on investment figures to measure L&D success, recognizing the limitations of this approach. Moving forward, we will gather qualitative data from learners and performance managers to assess the effectiveness and benefits of our learning solutions.



83,000+
Total training hours



New Manager Milestone Program

Our New Manager Milestone Program is designed to empower and guide recently onboarded and promoted managers on their path to success within our organization. This initiative offers comprehensive assistance and resources to over 100 managers in departments such as Central Services, Clients and Markets, Advisory, Audit, and Tax. Its primary objectives include ensuring a seamless transition into their new roles and fostering networking opportunities among colleagues.

Core skills training for Advisory

In 2023, the Advisory L&D team hosted a series of sessions benefiting nearly 500 professionals. The feedback from our people was overwhelmingly positive, with an average score of 4.8 out of 5 in all sessions, underscoring the effectiveness and value of the training in enhancing our team’s capabilities and performance.

ESG assurance for Audit

The ESG assurance session focused on addressing the rising demand for ESG-related information and the importance of providing assurance over such disclosures to build credibility and trust with stakeholders. The goal is to raise awareness about sustainability reporting, the role of assurance in enhancing credibility, and how our ESG assurance services can effectively meet client expectations.



Building the future talent

We prioritize the development of a strong talent pipeline through a comprehensive approach. This approach includes targeted attraction strategies, immersive Graduate Development Programs, and strategic university partnerships, creating a supportive environment for our people from the very beginning of their journey with us.

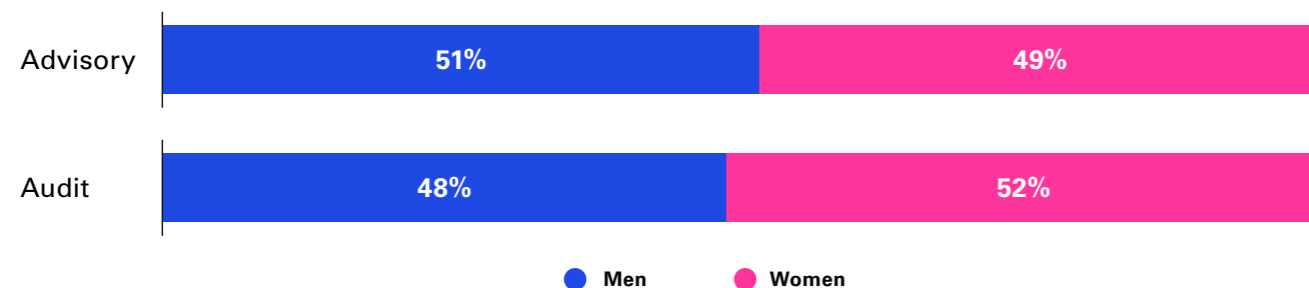
Attracting talent

In today's competitive market, we place a high priority on attracting top talent, as they are essential to fuel growth and operational excellence. Our strategy focuses on recruiting young talent who are not only align with our values but also possess critical skills. We put effort into developing future talent through programs like the Graduate Development Programs and internships, providing opportunities for individuals to gain industry experience and drive innovation within our organization.

Graduate Development Program

The Graduate Development Program is meticulously designed to provide fresh university graduates with a structured pathway into a career at our firm. We aim to provide graduates with the essential knowledge and skill set needed to excel in their professional journey. Through an engaging, personalized, and interactive learning experience, we ensure that they are well-equipped for the future.

Graduate Development Programs



Internship program

Our internship program is designed to provide trainees with a firsthand experience of the work environment and industry practices as a foundation of their professional lives. The program provides trainees with practical work experience and a robust learning journey.

Buddy program

We strongly believe in creating a welcoming and supportive environment for our new team members. To ensure a smooth integration of new hires into our firm's culture and operating systems, we have established a Buddy Program. We invite experienced and enthusiastic employees to volunteer as Buddies and play a vital role in shaping a positive onboarding experience for new joiners. As their trusted guide and mentor, Buddies will establish a collaborative relationship with the assigned new hire.

155 beneficiaries of the Buddy program | **67** Buddies

Strategic alliances with universities

We prioritize talent development by creating engaging experiences for students to explore career paths at our firm. We started strategic initiatives such as hosting university visits, participating in career expos across the region, and establishing strategic alliances with universities.

Our achievements this year reflect the success of this approach. We conducted visits to three universities in Saudi Arabia and Lebanon, welcoming more than 170 students from six universities at our offices in Riyadh, Jeddah, and Alkhobar. These visits aimed at promoting our services and giving the students a glimpse of the KPMG work experience. The event facilitated interactions with top executives across service lines, providing students with valuable networking opportunities. Additionally, we actively participated in nine career expos across key locations where we fostered meaningful connections with future talent and contributed to broader social responsibility efforts in the region.

“In today's ever-changing business world, the importance of embracing digital transformation cannot be overstated. Our Digital and Data Foundation program is crafted to provide participants with the tools and understanding required to thrive in this evolving landscape. Through collaboration and ongoing learning, we are not only empowering our team but also play a part in fostering positive change within our communities.”



Talal Maayeh
Manager, Learning & Development

Caring for our people

Wellness and wellbeing

We firmly believe that optimal performance is achieved when our employees are at their best, which is why we create opportunities for them to attain physical and mental wellness on their own terms. Our goal is to foster a culture that encourages employees to build connections beyond the workplace, based on shared interests, hobbies, and talents.

Prioritizing the well-being of our people is a core value, and we reflect this in our resources and benefit programs to help foster an inclusive and equitable culture that invests in the physical, mental, and financial security of our valued workforce.

The flexible work policy is one example, serving as a fundamental component of our continuous success and evolution as a thriving business. Through the implementation of this policy, we equip our people with the ability to embody our value of excellence. There are many themes to our flexible work policy including:



Additionally, the following initiatives were implemented as part of our people strategy:



Health Lounge Day

To maintain the health of our people, we conduct a comprehensive health checkup across our offices which offered examinations of blood sugar, eyesight, and overall health risk assessment.



Stress Awareness Month

A work environment that encourages employees to feel heard, equipped to manage stress, and focus on achieving work-life balance is key to a thriving workforce. Throughout the year, we set a goal to offer a suite of stress awareness programs and workshops delivered in various formats to cater to diverse learning styles. During Stress Awareness Month, we intensified our support by collaborating with specialists to conduct targeted stress management sessions. This multifaceted approach equips our employees with the necessary tools and knowledge to navigate workplace stressors effectively.



Employee Appreciation Day

Employee Appreciation Day is an important day to celebrate and recognize the value of our employees. The Impact team in collaboration with HR took this opportunity to showcase Leadership Appreciation towards all employee's efforts as well as sharing thank you cards to one another.

From vision to impact

Promoting IDE within our firm benefits not only our employees, clients, and the communities we serve but also aligns with our values and strategic priorities.

It is imperative for us to cultivate such an environment, not just as a moral obligation but as a fundamental aspect of our overall organizational strategy.



IDE awareness workshop

The culture of IDE serves as a fundamental cornerstone of our endeavors across all aspects of our work. It permeates through every initiative, project, and interaction, shaping our approach and guiding our actions. We recognize that fostering an IDE culture is not just a goal but an ongoing journey, one that requires continuous learning, growth and commitment. By prioritizing education, awareness, and resource-sharing, we are building a more educated, informed, and inclusive workforce.

Whether it's through affinity groups or professional development initiatives, we strive to create an environment where every employee is supported and empowered to contribute to our shared IDE goals. A series of workshops about IDE, Empathy at Work, and Overcoming Biases and Microaggressions at Work were launched, moderated by Impact People Lead Monica Sanz and Presented by IDE consultant Sarah Christensen.

Everyone has a voice at KPMG, and throughout 2023, our people came together to lead numerous IDE events and initiatives across our firm.

14+  events

1300+  participants

IDE networks

Our networks play a crucial role in shaping the organizational culture. Through promoting values such as collaboration, inclusivity, and trust, they foster a sense of community among employees. Our networks also serve as platforms for innovation, creative solutions, and knowledge sharing, bringing together diverse perspectives and leading to innovative solutions and approaches.

Female Leaders Network

Female networks play a crucial role in fostering a supportive and inclusive environment. They provide mentorship, guidance, and career development opportunities, which are essential for retention and professional growth. These networks promote equity by ensuring women have access to support groups where access to support groups deliberating on matters essential to their needs. Additionally, they enhance wellbeing by offering a sense of community and belonging. Ultimately, our female networks contribute to a more balanced, diverse, and productive workplace.

Lean In

The Lean In team recently held an online event in collaboration with guest speaker Bano Sheikh and moderated by Amal Alsayrafi, Senior Manager in Audit and the Founder of our Lean In circle.

The event, titled "Leading with Confidence" centered on empowering female leaders and confidence in leadership. Moreover, the event featured a brief about the variety of IDE networks, and featured Our Impact Plan Head and Audit Partner Kholoud Mousa.

Impact champions

The impact champions initiative was created to support all Impact projects, allows self-candidacy for employees who have worked with IDE, planet or prosperity topics or are genuinely interested in supporting, learning and advocating.

Champions are ambassadors for all impact-related topics, have a training program, and are invited to take part in all events related to impact.



Bano Sheikh
Partner, KPMG in the UK

“ I had a wonderful opportunity to talk to the women working in the Middle East region as part of their impact and empowerment strategy. I was humbled by the love and engagement of the entire forum and especially how many reflected on their powerful personal journey while listening to me. The encouragement and friendship that followed the event resonate completely with the warm, open, and inclusive culture that the leadership is trying to create for women. Keep up the good work and speak to you all soon! ”

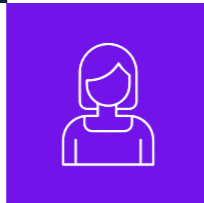
Our initiatives

Father's Day



Global Cultural Day

Mother's Day Cookbook



International Women's Day

Breast Cancer Awareness Month



Movember

Diversity Campaign



Equity Campaign

Awards and recognition

We are committed to carrying forward our IDE culture journey within our organizations. In FY24, our projects focus mostly on learning, development, and inclusion. We will be continuing our efforts towards IDE culture, aligning with global trends, and highlighting our top goal of increasing the number of women in leadership roles.

Best Workplace

We were awarded by Fast Company during their Middle East Most Innovative Companies 2023 Awards as Best Workplace, recognizing our dedication to creating a positive social impact through our initiatives. Focusing on individual's unique experiences and capabilities, we developed integrated team learning and development programs. Through thought leadership publications that delve into research and societal insights across various topics and sectors, we aim to inform, inspire discussions, and foster innovative ideas. By providing development and growth opportunities, we have created a more inclusive place where differences are leveraged for better business outcomes and community service.

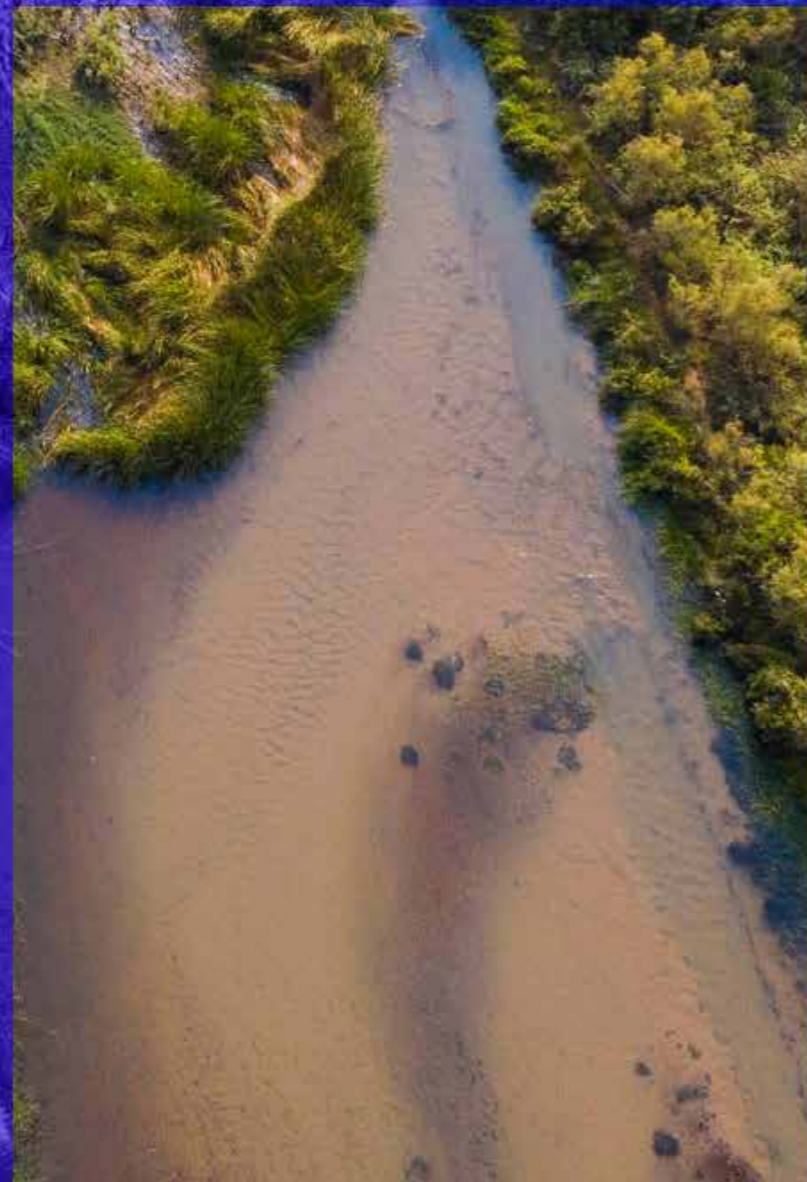


Top 50 CSR companies

We were recognized by Forbes Middle East and the National Center for Responsibility and Studies as one of the top 50 companies in Saudi Arabia practicing corporate social responsibility. This acknowledgment reaffirms our commitment to upholding the principles of the sustainable development goals and leaving a positive impact of our society and our environment.



Planet



Reducing our impact on the environment

Trust is built on actions, not just words, and our concrete steps reflect our commitments to the planet. To contribute to a more sustainable and resilient future, we are committed to reducing our environmental footprint and embarking on our decarbonization journey. This necessitates dedicating resources and efforts towards increasing our

environmental sustainability. This allows us to fulfill long-term and practical commitments, engage collaboratively with stakeholders, and ensure our continued growth in a sustainable manner.



Fadi Al Shihabi
Head of ESG and
Decarbonization



We have seen a strong development in combatting climate change in the region. This response is significant to support the net zero carbon approach. Saudi Arabia is committed to achieving net zero carbon by 2060, and this is to be achieved by large-scale initiatives, including the Saudi Green Initiative and the broader Middle East Green Initiative, energy transition plans and vast investment in smart cities like NEOM. ”

Innovating with tools and processes to embed sustainability

Committed to leading by example in sustainability and environmental stewardship, we have launched the **For a sustainable world** campaign. This campaign exemplifies our dedication to addressing pressing environmental challenges while inspiring positive change within our organization and communities.

Plastic pollution poses a significant threat to our planet, contributing to water and soil pollution, harm to marine life, and the release of toxic chemicals. Recognizing the impact of excessive plastic water bottle consumption within our firm, we identified the need for action to mitigate its effects.

The campaign was launched to minimize plastic usage and promote sustainable practices among our staff. We provided reusable water bottles to all employees and installed water coolers, encouraging the adoption of eco-friendly alternatives and fostering a culture of sustainability within our workplace.

The impact of the campaign led to a significant reduction in plastic water bottle consumption within our offices. Our people embraced the initiative wholeheartedly, pledging their dedication to the environment and sharing their efforts on social media platforms using our hashtag #ForASustainableWorld.

As we move forward, we remain steadfast in our commitment to sustainability and innovation. The success of the campaign proved our ability to create positive change and inspire others to join us in creating a more sustainable future.

Total plastic reduction from our offices: 46.6 percent



Global Climate Response

We have participated in the Global Climate Response (GCR) data collection annually, contributing to our ongoing commitment outlined in the Global Impact Plan. This plan details our strategic steps towards realizing the global target of achieving net-zero carbon emissions by 2030. Globally, we adhere to the Greenhouse Gas Protocol (GHG Protocol), an internationally recognized standard developed by the World Business Council for Sustainable Development and the World Resources Institute. Our annual carbon emissions review remains a crucial practice, enabling us to calculate and address our GHG emissions. This analysis encompasses all internal activities, including air travel, employee commute, hotel accommodation, and electricity usage, reflecting our dedication to minimizing the carbon footprint within our premises.

Saudi Youth for Sustainability conference

We proudly supported the annual Saudi Youth for Sustainability conference 2023, a three-day event focused on fostering a culture of sustainability and innovation among Saudi youth. Organized by the Saudi Youth for Sustainability, the conference featured over 25 sessions and 15 workshops exploring how young Saudis can be instrumental in achieving Vision 2030 through education, advocacy, and technological advancements. The discussions addressed critical areas aimed at building a sustainable future for the Kingdom. Highlighting KPMG's commitment to youth empowerment and community engagement within the sustainability framework, Nawal Hersey, representing Our Impact Plan team, participated in a panel discussion on unleashing the potential of Saudi youth.

From offices to communities

On International Volunteers Day on December 5th, volunteers and organizations came together to celebrate their efforts, share their values, and promote their work among their communities. A group from our Riyadh office volunteered at Down Syndrome Children Association (DSCA), planting trees around the facilities with the children.

DSCA is a charitable association dedicated to serving and empowering children with Down syndrome and their families, providing them with educational opportunities, caring for their physical and mental well-being, and creating a sense of community for them.



Participating in the World Volunteering Day at the DSCA was truly enriching. Planting trees with the children and seeing their joy emphasized the impact of our efforts. This experience also built community and strengthened bonds with colleagues. Witnessing our actions' positive influence reinforced my belief in volunteer work's power. I'm inspired to continue supporting others, knowing even small acts of kindness can make a big difference.



Kanza Rasheed
Manager, Audit

Prosperity



Businesses can drive positive change

With over 190 people across five offices in Saudi Arabia, Jordan, and Lebanon, we are well-positioned to address these challenges and have a responsibility to engage our community of professionals in building a better world.

20+



partnerships, sponsorships and volunteering initiatives

7400+



support hours including pro bono hours, skill based activities, and hours of financial support.

5+

offices



190+

participants



Islam Albayaa
Head of Advisory

“ Our values and family culture are the backbone of our organization. They provide a strong sense of identity, reminding us of what we stand for and how we do things. To align with our values and family culture, we actively seek to contribute positively to the improvement of our community. Part of this is in prioritizing the development of our workforce and cultivating an environment that ensures equal opportunities and fair treatment for all. Through creating meaningful employment opportunities in a cohesive family culture, we empower individuals to excel and make significant contributions to society. ”

Social and economic impact

KPMG is committed to driving positive change through a multifaceted approach to social and economic responsibility. We focus on fostering a diverse and inclusive work environment while actively creating meaningful employment opportunities. Our culture extends beyond good business practices and as a KPMG member firm we are committed to the highest standards of personal and professional behavior throughout our organizations in everything we do. Ethics and integrity are core to who we are, and everyone at KPMG is held to this promise of excellence and diligence.

Run for a cause

KPMG proudly supports both employee well-being and community engagement through the KPMG Running Club. This initiative creates a dynamic environment where employees can embrace an active lifestyle and connect with a purpose-driven community. Each week, we invite team members from all departments to join our daily running group. This not only strengthens relationships within the firm but also allows us to contribute to positive change in the community we serve.

We took part in the 2023 Riyadh Marathon and partnered with the Children with Disability Association (DCA), and with our donation, DCA brought a dynamic standing frame for postural control and balance training in a fall-safe environment. This highlights our mission to make a positive social impact and uplift those in need within our community.



Earthquake relief in Syria and Turkey

Under the slogan “Syria and Turkey are not alone,” we unified our efforts and contributions by launching a relief campaign to support, assist, and rescue those affected by the massive earthquake in early 2023. This earthquake left a massive destruction, significant loss of life, many fatalities and injuries, and extensive damage to buildings and infrastructure. After the relief campaign, the total amount of donations by our people was matched by the company.

Upskill campaign donation with DSCA

Driven by a commitment to empower both our workforce and the broader landscape, we have established the Digital & Data Foundation Program. This strategic initiative equips our team with the cutting-edge knowledge and in-demand skills crucial for navigating the ever-evolving business environment. Designed to foster a culture of continuous learning, the program offers a comprehensive understanding of emerging technological advancements. By staying ahead of the curve, we not only unlock new opportunities for our clients and ourselves but also gain a competitive edge in the marketplace.

Furthermore, our commitment to societal impact extends beyond business pursuits. Partnering with the

Down Syndrome Children Association (DSCA), we actively support and empower mothers facing the unique challenges of raising children with Down syndrome. For every three program completions by our employees, KPMG contributes financially towards vital tutoring services for these mothers. Through this collaborative effort, we strive to make a meaningful difference in the lives of families and positively transform our community.

DSCA complex business plan

In line with our commitment to society and the charitable sector, we partnered with DSCA to develop a complex business plan. This new complex, which is an expansion of their facilities with “Mabrrat Al Estidama”, can house up to 1,800 beneficiaries. This is part of DSCA’s transformation program, a national initiative focused on rehabilitation and education. It is designed to meet international care standards as well as empowering the sector for people with intellectual disabilities, offering them opportunities to help integrate them in the work force.



“ In the fast-paced world we are living in today, it is worthwhile to slow down and look to see how we are doing for the world around us. As a result, we will often yearn to give back and offer a helping hand. Through recurring initiatives in which we celebrate those who make an exceptional impact, or for less fortunate, we can help and at the same time nourish hearts and souls – and take a perfect opportunity to bring our community closer and closer together. ”



Hatem Kawasmy
Regional Managing
Partner – Jordan

Global Cyber Day

The annual KPMG Global Cyber Day initiative is a Global Corporate Citizenship program aimed at educating young people on internet risks and the importance of cybersecurity. Our cybersecurity team visited schools and discussed the importance of protecting one’s information online, emphasizing the risks of sharing personal information online. This was done through interactive classroom sessions where we handled topics such as safe use of personal data, social media, cyber bullying, online gaming, and phones.

Uplifting our communities

We have a moral responsibility to contribute positively to society. We have implemented a series of impactful initiatives aimed at fostering a culture of philanthropy, thereby enabling us to contribute to the betterment of our community.

Preserving food

We were honored to be selected to support an association that specializes in addressing food waste, developing their strategy and operating model. As the initiative rolled out, we met with key industry stakeholders to collect their strategic insights and expectations for society. Additionally, we provided essential guidance, tools, and trainings for food waste advisory and support services, driving service innovation to enhance grace preservation services.

Al Wedad Charitable Society

As part of our pro bono initiatives, we have provided audit services to Al Wedad Charitable Society, a Jeddah-based organization dedicated to orphan care, as well as facilitated the pro bono audit of their financial statements. This partnership highlights our dedication to supporting organizations that create a positive societal impact.

Endeavor Saudi Arabia

We take pride in providing audit services to Endeavor Saudi Arabia, a prominent organization focused on promoting entrepreneurship and assisting high-impact entrepreneurs. Our audit services uphold financial information's integrity and transparency, contributing to Endeavor Saudi Arabia's credibility and trust among stakeholders.

Ekhaa's transformation journey

We were part of Ekhaa's transformation journey, supporting the organization's shift from a pastoral care model to a focus on developmental care. Established to empower orphans transitioning out of foster care

and social institutions, Ekhaa serves over 2,000 individuals who have lost their families. With a network of ten branches across Saudi Arabia, the foundation provides comprehensive support, encompassing housing, education, job training and placement, financial aid, religious pilgrimage assistance, marriage guidance, and a variety of social and cultural programs.

“Offering our audit and professional services and audit pro bono for impact initiatives is not about just offering financial oversight; it is about solidifying our impact towards community organizations that drive social change to operate in a sustainable way, and ensure maximizing their resources for greater good.”



Farouk Karreem
Head of Audit



Through a multi-phased approach, we collaborated with Ekhaa to develop a robust and accredited operating model. This model streamlines the foundation's operations, ensuring efficient and organized management. We also devised a strategic plan tailored to Ekhaa's specific goals, empowering them to achieve sustainable growth and maximize its impact. This collaborative effort has facilitated a large-scale transformation for Ekhaa, enabling them to deliver impactful services and empower their beneficiaries to build a brighter future.

Autism Center for Excellence

We proudly partnered with the Autism Center of Excellence (ACE) to propel its strategic and operational development. This collaboration established a framework for enhancing the quality of care provided to individuals with autism spectrum disorder and their families. As ACE flourishes, our enduring partnership continues to make a profound difference in the lives of countless families across the Kingdom. ACE seeks to serve as the leading standard for the autism spectrum disorder care and services at a national level.

“Professional associations have a crucial role to play in the current landscape and their positive impact is proving evident in promoting transparency, accountability, and responsible business practices. The CX Association, for which KPMG is a Strategy Partner, has developed its mission around collaboration, knowledge sharing, setting standards and developing the needed CX workforce.”



Adib Kilzie
Partner, Head of Alliances and CX

Saudi CX Association

The Saudi Customer Experience Association is specialized in the field of customer experience in the Kingdom, contributing to rising awareness in the field of customer experience and empowering the field. Driven by our values **Together for better**, KPMG and the Saudi CX Association signed a Memorandum of Understanding (MoU) to work together to develop the infrastructure and customer experience capabilities in the Kingdom. The goal of this partnership is to improve the current strategies in the customer experience sector and combine shared efforts to reflect these improvements.

Our culture extends beyond good business practices and as a KPMG member firm we are committed to the highest standards of personal and professional behavior throughout our organizations in everything we do. Ethics and integrity are core to who we are and everyone at KPMG is held to this promise of excellence and diligence.

Feed the Need

Our office in Lebanon partnered with Feed the Need organization, where our volunteers participated in visiting several families in hunger. Feed the Need is a youth-led initiative that began in 2020 and has made tremendous strides in addressing the economic and the subsequent hunger crisis in Lebanon. The campaign focused on providing food and other essential items to families affected by this economic crisis.



Volunteering played a crucial role in the success of this initiative, as it strives to instill a lifelong dedication to helping those in need, cultivating a spirit of empathy and compassion.

World Orphans Day

Through dedicated resources and expertise, our office in Amman, Jordan took part in World Orphans Day by organizing engaging activities to promote the well-being and empowerment of those in need. This initiative reflects our alignment with our core business values, societal objectives, and the role we play as a responsible corporate citizen in the Jordanian community.



Mother's Day

We recognize the immense contributions of mothers to families and society, this is why it's important for us to take a moment to appreciate and honor their dedication and hard work. During Mother's Day, we have organized a heartfelt initiative in our Jordan office. Special luncheons, pampering sessions, and thoughtful gifts were organized to reflect our gratitude. More than a celebration, it was a tribute to the remarkable women who inspire us daily.

Grant a Wish

In the spirit of Ramadan, we have collaborated with Sanad Children's Cancer Support Association to roll out two impactful initiatives aimed at bolstering support for children battling cancer. Through the collaborative synergy of KPMG's Infrastructure, Real Estate, and Impact teams, we sought to spread warmth and safety for these children.

The Grant a Wish initiative focused on fulfilling the children's wishes in palliative care, offering them the chance to dream big. Witnessing the radiant smiles on the faces of these children during our visits served as a poignant reminder of the profound fulfillment of our program's objectives.

AlMashtal creative incubator

We have initiated the RY Jumpstart Program with AlMashtal, an incubator dedicated to fostering creative entrepreneurs and professionals to cultivate a robust creative economy in the region.

The program was tailored and designed for creative professionals embarking on their entrepreneurial journey. Equipping these creative entrepreneurs with essential business skills and knowledge to effectively launch and sustain their ventures in a competitive market was the purpose of the program.

We offered mentorship sessions and expert guidance to transfer knowledge to the program participants. The session's modules topics covered business acumen, research methodologies, quality control, creative strategy, and branding/marketing.

Through the RY Jumpstart Program, we are empowering the next generation of creative leaders, fostering innovation, and driving sustainable economic development in the region.



“ We paint smiles on the faces of these courageous fighters, bringing light to the darkest of times. Together, we're not just making a difference, we're instilling hope where it's needed most. ”



Rani Majzoub
Partner, Head of Real Estate Advisory

Looking forward

As we reflect on our achievements throughout this year, we take immense pride in our significant contributions to the growth of our people and communities, along with our steadfast commitment to advancing a more sustainable future. These efforts are grounded in robust governance principles, fostering a culture deeply rooted in integrity, excellence, and proactive engagement.

Looking ahead, we recognize the necessity to redouble our dedication to our commitments. Our primary focus remains on propelling our strategic objectives forward, recognizing that our continued progress is fundamental to shaping a more inclusive and expansive future. While we have achieved notable milestones, we remain open to continuous learning opportunities, refining how we identify ourselves and cultivate unity during pivotal junctures to strengthen our support infrastructure.

Our distinctive approach, embodied by our values-driven culture, unwavering trust, and unparalleled transparency, sets us apart from our competitors. Through these guiding principles, we are nurturing a distinctive experience for our employees, clients, and communities alike. Although there are still significant milestones on our journey, we are confident in our collective expertise and capabilities to champion a more equitable and sustainable future – **Together, For Better.**

Contacts



Ebrahim Baeshen

Regional Managing Partner – Jeddah, Head of Corporate Affairs
E: ebaeshen@kpmg.com



Kholoud Mousa

Partner, Head of Our Impact Plan
E: kmousa@kpmg.com



Nawal Hersey

Senior Manager, Our Impact Plan
E: nhersey@kpmg.com

kpmg.com/sa



Disclaimer

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2024 KPMG Professional Services, a Saudi Closed Joint Stock Company and a non-partner member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. The KPMG name and logo are registered trademarks or trademarks of KPMG International.