



Prosperity



Making a
positive social
and economic
impact



Pursuing
innovation and
strategic
transformation



Using business
as a force for
good

Making a positive social
and economic impact



Prosperity

KPMG is committed to responsible innovation, advanced technologies and sustainability to help our people, clients and communities thrive. As sustainability and the ethical use of emerging technologies like AI become imperatives, firms increasingly realise well-managed innovation can create value and drive a positive societal impact. Our 2024 CEO Outlook confirms this shift: **Global business leaders are prioritising digitisation, AI adoption, workforce upskilling and sustainability.**

1

► We invest significantly in innovation and partnerships to drive prosperity

To deliver, KPMG invests heavily in internal innovation and partnerships:

- As part of our US\$4 billion global investment to FY26, we prioritise lifelong learning and skills development so our workforce can embrace technological change and uphold high standards of quality and ethics.
- KPMG has pledged US\$100 million over four years to develop AI agents and train our people through a major cloud-services partnership. This strengthens our workforce and contributes to Singapore's digital resilience and skills pool.

We continue to innovate and transform how we work. Our smart audit platform, KPMG Clara, integrates AI to help our 95,000 auditors globally focus on high-risk areas, which enhances audit quality and frees them from routine tasks – so they can provide greater value to clients. And our Trusted AI framework and other AI tools improve risk assessment, testing and financial reporting.

2

► Our tech solutions help clients to meet their obligations

Our AI-enabled services help clients in different sectors accelerate their digital transformation, boost transparency and meet sustainability goals. We help businesses to **unlock AI's full potential** responsibly in areas that include optimising supply chains, transforming procurement and improving customer service.

We also guide clients through complex regulations – from tax and data privacy to new AI laws – and help them to advance their sustainable business practices. This includes partnering with the Singapore Institute of Directors to **upskill leaders on sustainability governance and reporting**, ensuring businesses in Singapore are ready to meet evolving stakeholder expectations.

Through **innovation, sustainability and talent development**, we aim to deliver prosperity, resilience and long-term value for clients and communities – building a future where growth and positive impact go hand in hand.