

*Partner for creating
sustainable growth*
PwC Finland's Corporate
responsibility report
2012



For more information on PwC Finland's
Corporate responsibility:
www.pwc.fi/yritysvastuu

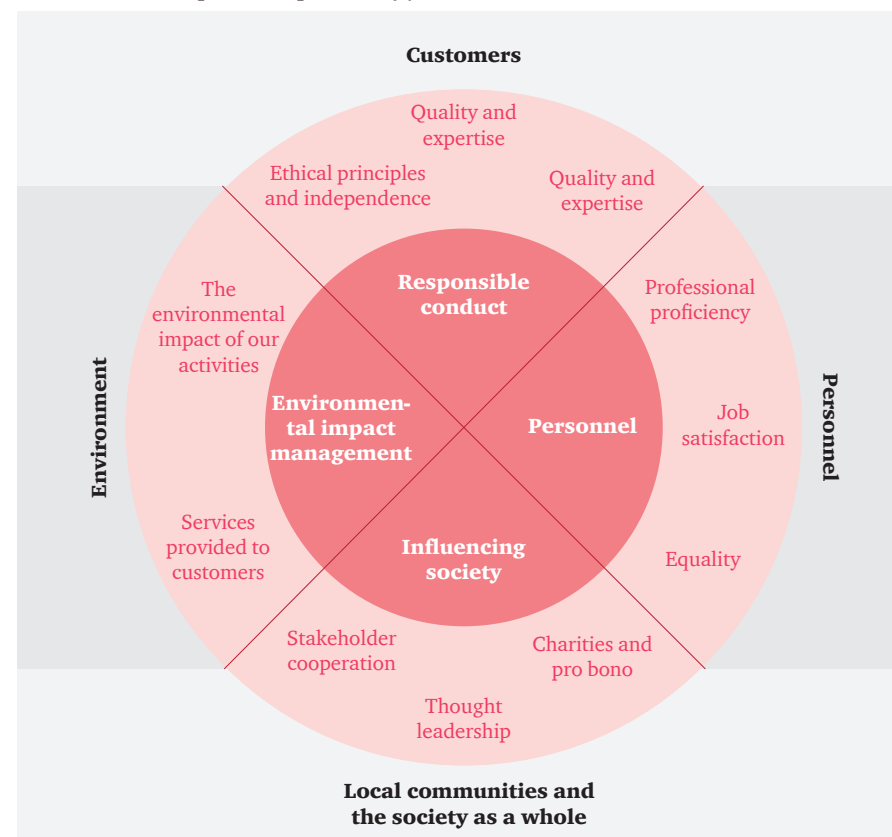
PwC Finland's Corporate responsibility report 2012

Our definition of corporate responsibility involves taking an active part in the development towards a sustainable future, both in our own operations and in the services we provide for supporting our customers' corporate responsibility. In this, we are industrial leaders.

This report provides an overview of our corporate responsibility activities and their results during the financial year 2012 (1 July 2011 to 30 June 2012). For a more extensive account of PwC's corporate responsibility, please refer to our website at pwc.fi/yritysvastuu (in Finnish). Our financial statements (www.pwc.fi/2012) provide more detailed information on our financial performance. We also recommend reading the reports by our CEO and corporate responsibility manager.

The end of the financial year 2012 saw the reinvention of the corporate responsibility strategy of the whole PwC chain and an extensive overhaul of its corporate responsibility framework. PwC Finland's corporate responsibility framework, in turn, is built upon the central aspects of this new global strategy, as well as a number of themes we have locally identified as essential for sustainable corporate responsibility.

PwC Finland's corporate responsibility framework



Partner for sustainable growth

At the end of the financial year, we published our new business strategy under the title of Partner for sustainable growth. In our view, sustainable development constitutes helping customers towards sustainable success through solidly-built business operations based on a sustainable foundation. The new strategy provides us with a roadmap to achieving more customer-oriented operations and an increasingly

transparent and interactive organisational culture.

We will focus our corporate responsibility efforts on developing our own operational responsibility and promoting opportunities for influencing society by developing our service portfolio, expertise, and stakeholder cooperation.

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Stakeholder cooperation and interaction

Our stakeholder interaction was quite frequent during the financial year. As an example, we organised over 200 events for our customers, partners, employees, and the media.

The themes of corporate responsibility were prominently represented in the seminars and events organised by our corporate responsibility services. The Corporate Responsibility Barometer published in the spring 2011 raised considerable interest in the media – in fact, it is one of the most covered PwC publications of the year. The barometer has allowed us to help our customers improve their own corporate responsibility.

During the financial year, we continued our cooperation with Finnish Business & Society (FiBs), and continued in the appraisal committee of the corporate responsibility reporting competition. As a part of the competition, our corporate responsibility experts organised an opportunity for students from five different universities to participate in selecting the best responsibility report. This provided us with the opportunity to hear students'

views on the current state of corporate responsibility and reporting. The students were also asked to express their expectations on corporate responsibility reporting.

We also continued our cooperation with Amaze Your Community, a forum founded by Finnish business leaders. The group meets regularly to promote pending social responsibility projects and to deliberate on new project opportunities.

We also partnered with the 2012 Ice Hockey World Championship during the financial year. The event was unique in scope for Finland, and offered us an opportunity for supporting our customer relations.

Interaction with our employees continued in the form of discussions, staff surveys, and an on-line discussion board. The discussion board proved to be an effective means of communicating difficult or delicate matters regarding, for example, rewarding or equality. We have also received a lot of notable practical improvement suggestions, some of which have been discussed by the management team.



Customer satisfaction

Among the most prominent themes of the financial year 2012 were the importance of listening to and creating additional value for our customers. One of the ways in which we promoted these themes was to organise a customer service seminar for the whole staff under the title of PwC Experience, which, in short, means the way we act with each other and our customers.

We achieved our goal for overall satisfaction in the annual customer satisfaction survey. The overall satisfaction of our

customers was 8.3 (scale: 0–10). The goals set for customer Net Promoter Score (NPS) were also achieved: the NPS was 47.7 percent, the goal being 40 percent. We asked over 2,400 customers to participate in the electronic survey, the response rate was 40 percent. We intend to set our targets even higher for the next four years: the overall satisfaction experienced by customers should be at least 9 and the NPS should surpass 50 percent.



PwC does good

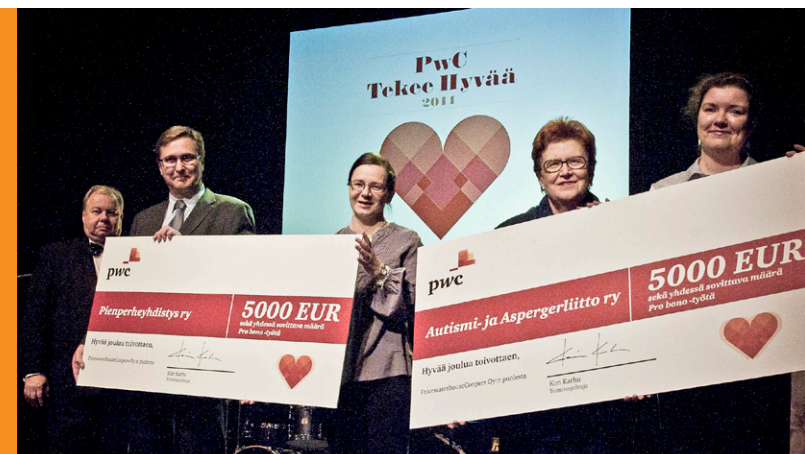
In the course of the financial year, we organised several drives under the theme "PwC does good". The theme was also strongly represented in corporate social events such as the company Christmas party and the summer celebration.

In the spring 2011, we compiled a number of project teams that could freely select a charity and an activity to support it. The activities were varied. For example, the teams visited the mentally handicapped of the Lyhty association and the seniors in Laakso hospital. The activities also included organising an exercise equipment borrowing service for Matinlahti school, which was arranged together with the Mannerheim League for Child Welfare; redecorating the common room of the No Fixed Abode NGO; and delivering supplies to the animal

welfare charity Helsingin eläinsuojeluyhdistys.

The "PwC does good" projects received a lot of positive feedback from the staff, and similar activities are planned for the future as well.

For several years now, PwC has donated a sum of money each Christmas to a charity selected by a vote among the employees. The candidates for Christmas 2011 were selected from among the finalists of PwC's Open report competition. Donations were made to The Single Parents' Association, Finland, and The Finnish Association for Autism and Asperger's Syndrome. For a more extensive account on the Open report competition intended for associations and funds, please refer to our website (www.pwc.fi/ar).



PwC Tekee Hyvää 2011



750 professionals

Our human resources management efforts focused on interactive coaching, openness, sales and customer relationship training, job satisfaction, and widening the scope of Nordic cooperation.

Over 70 people took part in interactive coaching during the financial year. As part of the training programme, the participants collected feedback on their own behaviour, not only from their own teams but also from customers. Additionally, we updated our internal coaching programme. With its 200 personal coaches, the programme focuses on the importance of personal interaction and leadership.

Our staff were **55 %** women and **45 %** men.



Transparency was promoted by publishing PwC Finland's first staff transparency report. Providing a more comprehensive overview than previously available, the report discussed various matters relating to human resources, such as personnel structure, grade reclassification, and rewarding. The final report of our equality work group, which has been operational since the spring 2011, was also published. The conclusions of the report indicate that equality is, on average, well achieved at PwC Finland.

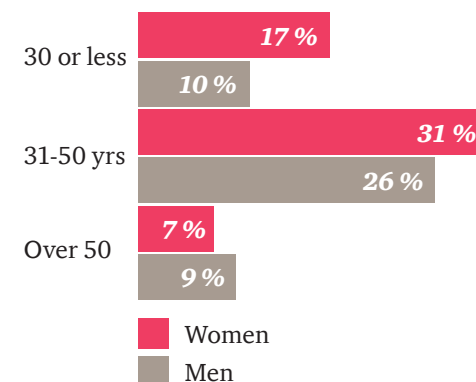
The average age of our staff was **37,7** year.



During the financial year ending in June 2012, we employed **747** (734) people on average.

We recruited **100** new permanent employees and **66** part-time trainees during the financial year.

Employee age structure



The response rate of the annual Global People Survey was 63 percent in Finland (last financial year: 66 percent). Our goal is to get all employees to participate in the survey. The general index, i.e. the so-called People Engagement Index (PEI) of the study reached 64 percent in Finland, which corresponds to last year's 63 percent. Our goal was 70 percent. The international average PEI of the PwC chain was 72 percent.

We received praise for our customer-oriented business model, high service quality, sharing knowledge of experience, providing challenging tasks to employees, and the way we addressed the suggestions in last year's job satisfaction survey. The most positive trends were related to the voicing of opinions, social responsibility, and realising our values both in training and in

everyday operations. The survey indicated that there is still room for improvement in the rewarding system as well as in the usability of company data management tools.

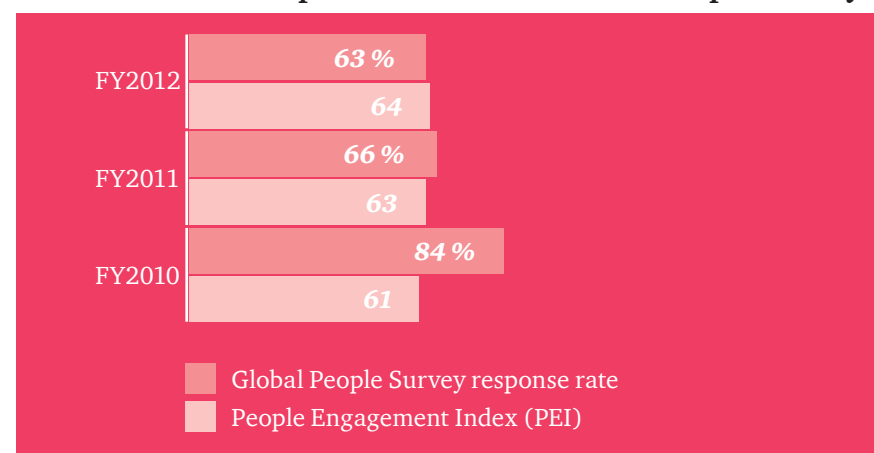
We have expanded the scope of cooperation between Nordic PwC companies in, such as human re-sources management, IT, and communications. Additionally, we joined forces with PwC companies from other Nordic countries to organise PwC 36 Seats, an inter-Nordic cooperative event for students, in Copenhagen.

We also received a record number of trainee applications for our student trainee programme during the financial year. Of the 66 trainees employed during the financial year, 46 were given a permanent job.

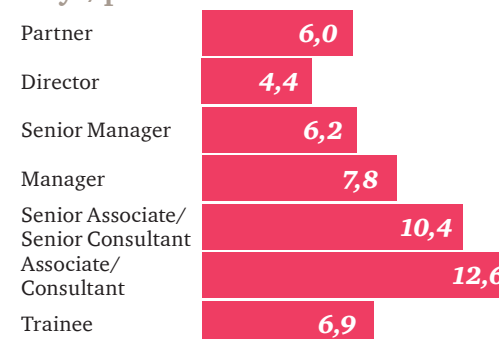
**Staff voluntary exit
turnover was
15,3 % (12,8 %).**



The results and response rate of the Global People Survey



Days of training in each grade Days/person



The environmental impact of PwC's own operations

The goals set for reducing the environmental impact of our own operations were achieved.



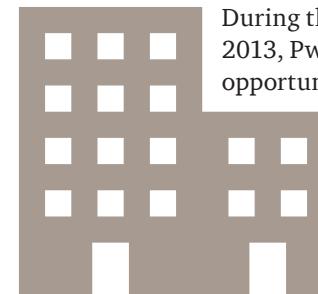
*In 2011, our paper consumption decreased by **10 %** per person, and, for the last two years, the total decrease in paper consumption is almost **30 %** per person.*

Our energy consumption increased by almost a fifth compared to the previous year; however, this may be partially attributable to an increase in the scope and accuracy of measurement.



*Compared to the previous year, our emissions from air travel decreased by **5 %** and road travel emissions by **11 %**.*

Our goal is to further reduce our paper and electricity consumption.



During the current financial year 2013, PwC Finland will explore opportunities presented by improved space efficiency and mobile work. This new approach will also promote our efforts in protecting the environment.

PwC Finland's key business and corporate responsibility indicators

Business area		FY2012	FY2011	FY2010
Turnover	million €	97,6	91,4	87,0
Auditing	million €	61,9	58,4	57,5
Tax consulting	million €	22,3	19,4	18,1
Consulting and corporate transactions	million €	13,4	13,6	11,3
Personnel expenses	million €	63,3	61,2	58,5
Purchased goods and services	million €	30,5	26,4	24,8
Profit for the financial year	million €	2,1	1,8	1,8
Operating profit	million €	2,8	2,5	2,6
Taxes	million €	0,7	0,6	0,8
Total customer satisfaction	(0-10)	8,3	8,1	7,9
Customer net promotion score (NPS)	%	47,7	-	-

Social responsibility

Support for charity and sponsoring	K €	554	442	251
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The environment		FY2012	FY2011	FY2010
Carbon dioxide emissions				
Scope 1	tonnes CO ₂ e	N/A	N/A	N/A
Scope 2: Electricity consumption*	tonnes CO ₂ e	122	105	103
Scope 3: Air travel	tonnes CO ₂ e	480	504	394
Scope 3: Road travel**	tonnes CO ₂ e	187	210	212
Scope 3: Paper consumption***	tonnes CO ₂ e	12	46	52
Emissions total	tonnes CO ₂ e	801	865	761
Emissions total per person (average)	kg CO ₂ e	1,07	1,18	1,05

Business travel

Kilometres flown	km	4 820 838	5 104 307	-
Kilometres driven	km	1 117 551	1 172 532	1 182 700

Energy

Electricity consumption*	kWh	971 616	829 829	819 120
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Material consumption

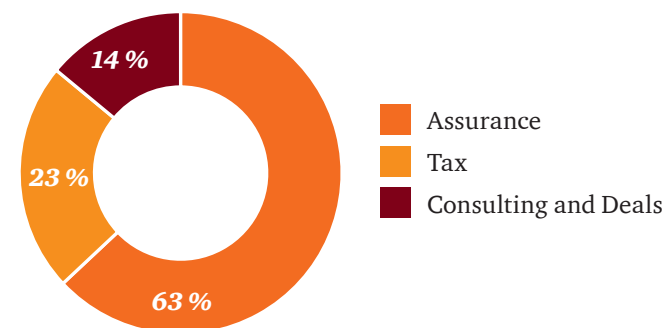
Paper consumption*	reams	5840	6450	7310
Relative paper consumption per person	reams per person	10,3	11,5	13,2

* Only PwC's Helsinki office is included in the paper and electricity consumption figures.

** The calculation principles of the average emissions factor for road travel have been updated to correspond to Lipasto 2011, VTT Technical Research Centre of Finland's calculation system for traffic emissions.

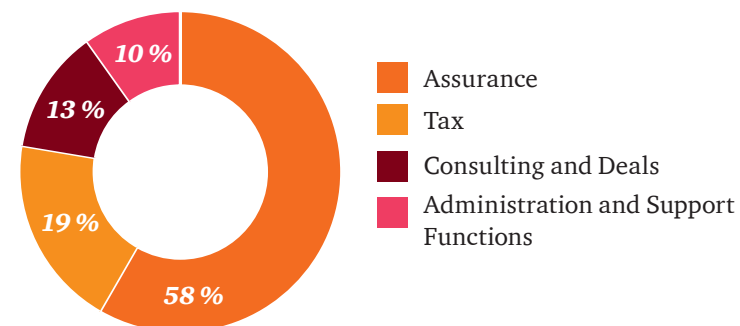
***The decrease in paper consumption emissions is partially attributable to a change in the calculation principles of WWF's Climate Calculator.

Turnover breakdown per service area

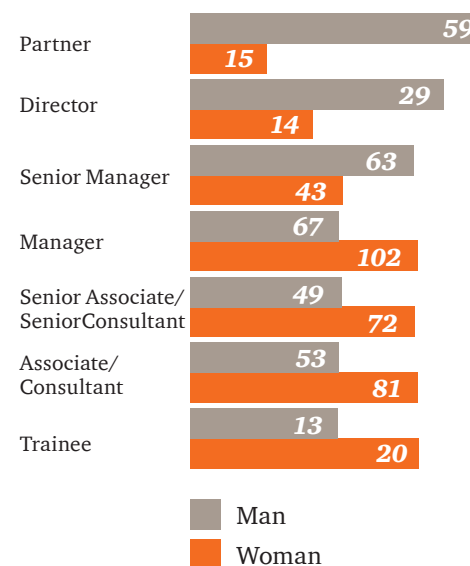


Personnel		FY2012	FY2011	FY2010
The average number of employees during the financial year	persons	747	734	723
The number of employees at the end of the financial year	persons	751	739	728
Auditing	persons	438	438	446
Tax consulting	persons	145	141	125
Consulting and corporate transaction services	persons	94	97	94
Management and support functions	persons	74	63	63
Employee voluntary exit turnover	%	15,3	12,8	8,9
New recruitments during the financial year (permanent)	persons	100	100	54
Number of trainees during the financial year	persons	66	62	45
Part-time employees on average	persons	80	65	57
On parental leave on average during the financial year	persons	52	53	-
Employees returned from parental leave	persons	29	31	-
Average term of employment	years	7,6	7,8	7,5
Diversity and equality among personnel				
Gender balance of personnel (women)	%	55	54	52
Board of directors (W/M)	persons	1/6	1/6	0/6
Management team (W/M)	persons	0/7	0/7	0/7
Expanded management team (W/M)	persons	1/11	1/11	1/9
Average age of staff	years	37,7	38,7	38,2
Employee satisfaction and job satisfaction				
Global People Survey response rate	%	63	66	84
People Engagement Index (PEI)	%	64	63	61
Sick leave percentage	%	2,3	2,4	2,7
Incidents	number	11	6	7
Talent management				
Training days total	days	4541	5165	-
Training days per person (FTE)	days	7,2	8,2	6,7
Training costs per person (FTE)	€ per person	2207	1984	-
Training provided by PwC experts	days	510	689	-
Number of new APA/CTA/CPFA/CIA auditors	persons	21	15	20
Staff incentives				
Staff wages and salaries	million €	51,2	49,6	47,7
Rewards	million €	2,2	2,2	2,3
Dividends paid to shareholders	million €	1,4	1,4	1,3

Employee breakdown by service area



Employee gender balance in each grade



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