

*Corporate
citizenship*



It is also our role to raise standards of corporate social responsibility

<GRI 4.12 / EC8>

Global

The wide-reaching presence of KPMG International member firms and the experience we acquire from each engagement make us uniquely positioned in the business world, but also impose an obligation to use our skills and expertise to face a challenge that large corporations increasingly face. Amid a crisis, which is not only financial, but also of credibility, we can and must focus our efforts on raising social and corporate responsibility standards in order to regain society's confidence in the public and private sectors, which account for most of our clients.

This means our role in society is defined by the services we provide and, especially, by the way we engage

with our stakeholders. It is against this backdrop that aspects such as ethics, integrity and transparency come into play, all of which are vital to our business and underpin our four strategic pillars. This is also the context surrounding the Corporate Citizenship team, which is responsible for influencing the strategy of KPMGI member firms based on our values and vision.

These actions are in line with a set of international initiatives promoted by the United Nations and the World Economic Forum, to which KPMG International has voluntarily subscribed.

Our actions are guided by some of the United Nations and the World Economic Forum initiatives



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United Nations (UN)

Global Compact – We have been signatories of the Global Compact since 2002 and we actively seek to ensure that our actions are strongly aligned with the commitments established in this document – ten principles addressing themes such as human rights, labor rights, the environment and anti-corruption.

Millennium Development Goals –

We are also aligned with the eight Millennium Development Goals, an initiative aimed at encouraging people and companies to act in favor of positive changes in their local communities. Globally, KPMG member firms focus their efforts on the three first goals: eradicating extreme poverty and hunger, achieving universal primary education, and promoting gender equality and empowering women.

KPMG International actively participates in debates around the Sustainable Development Goals, which will replace the Millennium Development Goals from 2015 and were included in the final document from Rio+20. In general, these goals cover three primary values: respect for human rights, equality and sustainability.

Leadership Development

Program (LEAD) – As part of KPMG International's engagement in UN initiatives, we continually seek to influence government policy to ensure equality. This has led us to play a leading role on other fronts and, since 2011, we have been members of the Leadership Development Program (LEAD), a sustainability leadership platform focused on helping companies integrate the ten principles of the Global Compact.

Guiding Principles on Business

and Human Rights – We have also integrated the Global Compact principles relating to human rights into our strategies and operations worldwide. In practical terms, this led us to revise our Code of Conduct in 2012 and initiate a review of our current procedures and policies, including those relating to client acceptance and procurement.

World Economic Forum

<GRI SO5>

KPMG International has also implemented several important initiatives from the World Economic Forum, which convenes business and political leaders, intellectuals and journalists to discuss and find solutions to the most pressing issues faced worldwide. These initiatives have underpinned our policies and practices and consolidate new parameters for companies' operations.

In January 2014, in partnership between KPMG in Brazil and the World Economic Forum, a study entitled Emerging Best Practices of Brazilian Globalizers will be presented in Davos to shed light on best practice and the most relevant and innovative corporate citizenship initiatives by Brazilian globalizers.

Partnership against Corruption

We have been signatories since 2007. In practical terms, this means we have adopted and implemented a zero-tolerance policy on bribery and corruption. We report to Audit Management Committees, regulatory bodies, governments and our clients on the measures we adopt to guarantee that we meet our professional obligations and responsibilities in related aspects.

The Principles of Responsible

Capitalism, to which we subscribed in 2010, integrate good practices into our business, namely:

Principle 1: Choosing responsible clients

Principle 2: Encouraging responsible behavior among clients

Principle 3: Fulfilling our professional duties to our Organization' clients

Principle 4: Supporting systemic risk management

Principle 5: Engaging with policy-makers

Principle 6: Developing a new generation of leaders and professionals

Future Role of Civil Society

This program works to develop effective cooperation between communities, markets and governments.

Our participation in this program has led to dialogue with non-governmental organizations, faith organizations, labor leaders, business, government and international organizations around common goals:

- Identify the main drivers and trends shaping the environment for society and their regional and global implications
- Understand the implications for roles, responsibilities, and relationships between civil society, business, government and international organizations
- Explore new and emerging opportunities for society and outline a framework for engagement looking forward to 2030.

