

# Dedicated to your success

The image features a central world map with several circular callouts containing text and images. The callouts include:

- business consulting
- audit
- accounting and financial advice
- tax advisory, compliance and optimisation
- business academy
- restructuring
- legal advisory
- fraud investigations
- transactions
- human resources

There are also several circular images: a group of people in a meeting, a stack of papers, a close-up of a hand holding a pen, a train station, a group of people smiling, and hands stacked together.

*“Drive your business or it will drive you”*  
Benjamin Franklin

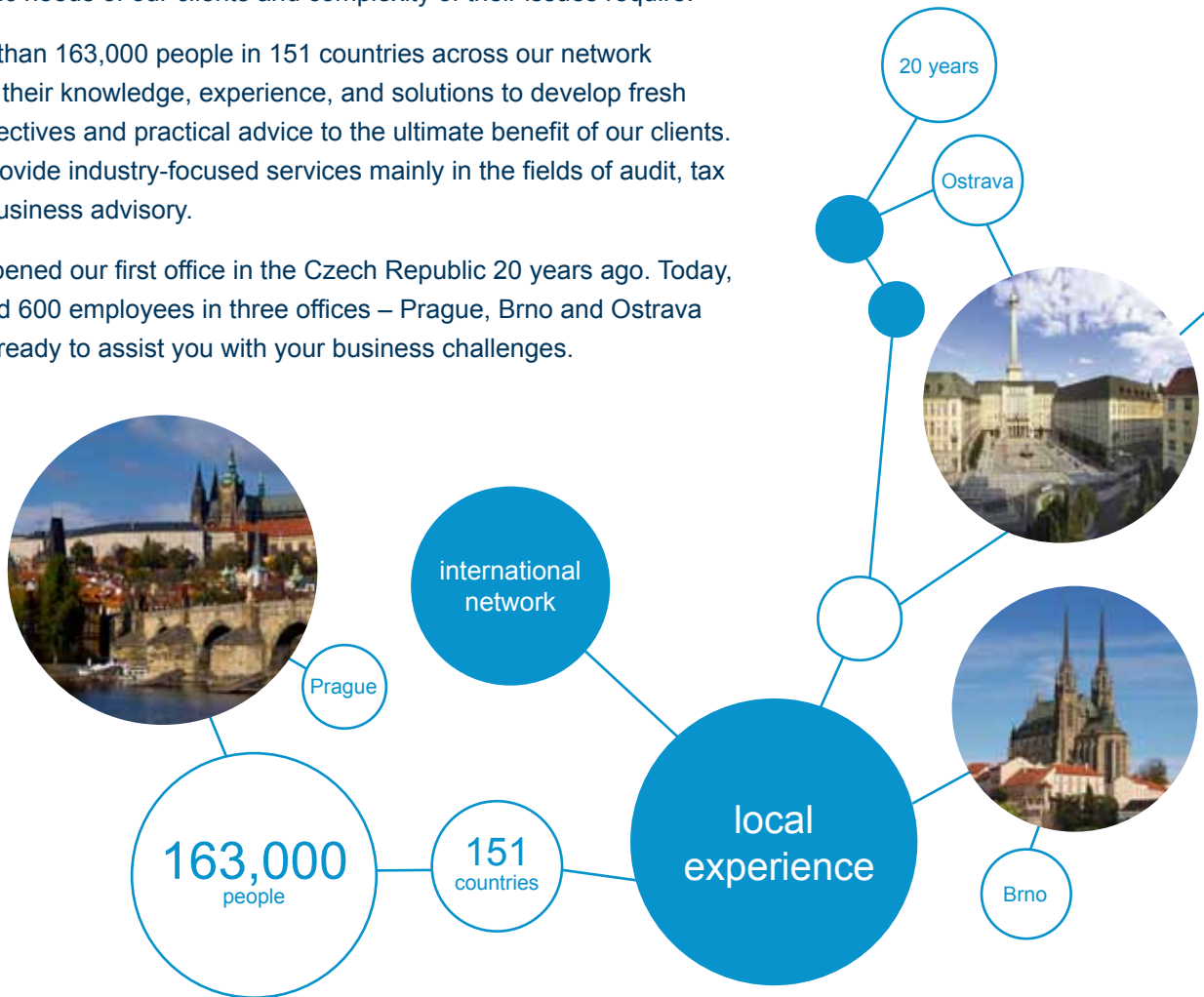
## Local experience with global background

The **economic downturn** has shown how **interconnected the world is**.

The key factor that makes us distinctive is the strength of our international network of professional services firms. It provides us with the flexibility to operate as a local, regional and global business as the specific needs of our clients and complexity of their issues require.

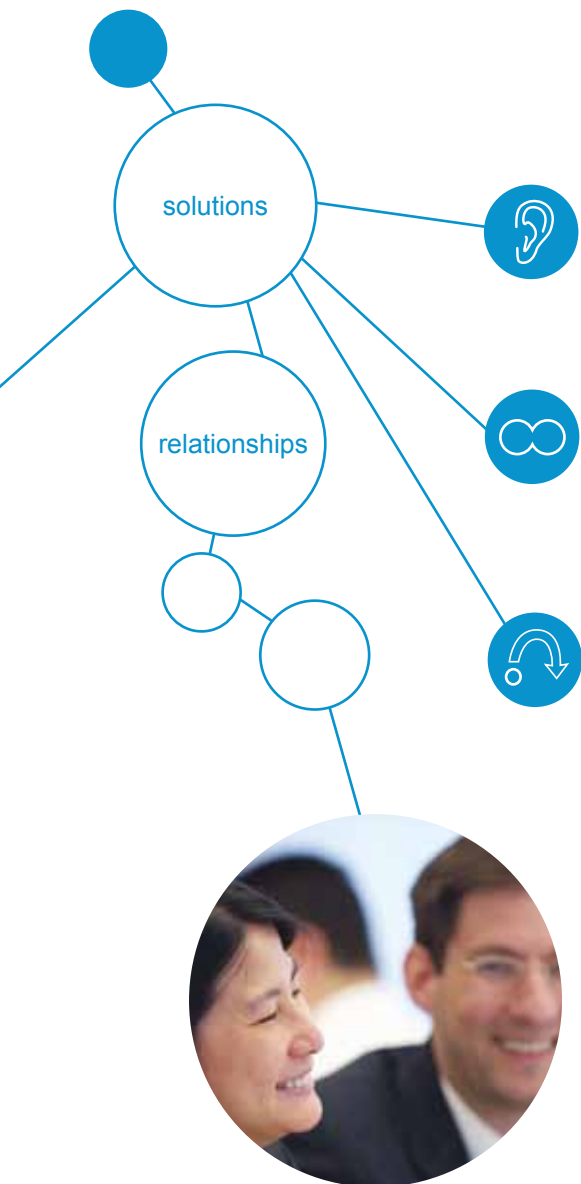
More than 163,000 people in 151 countries across our network share their knowledge, experience, and solutions to develop fresh perspectives and practical advice to the ultimate benefit of our clients. We provide industry-focused services mainly in the fields of audit, tax and business advisory.

We opened our first office in the Czech Republic 20 years ago. Today, around 600 employees in three offices – Prague, Brno and Ostrava – are ready to assist you with your business challenges.



## What can you expect from us?

What makes us one of the **leading providers** of auditing and consulting services in the Czech Republic and worldwide? Quite simply this: we **deliver excellent solutions** that provide our clients with a high level of **confidence** in an increasingly complex business environment.



### WE LISTEN

We work closely with our clients to develop a value proposition, and agree on the expected outcomes. We are committed to providing a clear, independent view on client issues.

### WE UNDERSTAND

We research every project extensively. We explore the clients' needs and gain knowledge and insight into the industry and business issues affecting them. We then seek the expertise of our people from around the globe to develop a tailored solution.

### WE PROVIDE INSIGHT

We encourage our people to be courageous and think creatively about the clients' needs. We seek feedback at every stage so that communications and findings are clear and that what we deliver exceeds the clients' expectations.

We are ready to help you find the right answers to your business questions and provide the right solution that fully corresponds to your needs, field, and the size of your business.

## We make your industry our own

If a consulting and auditing firm wants to work successfully for its clients, it needs to understand much more than balance-sheets and numbers. An in-depth knowledge and understanding of the respective industry, its competitive environment and the national and international regulatory requirements are vital factors in our success – and in yours.

We continuously **develop and expand** our industry expertise. Technical experts in each business area work together across all industries. This is how we can offer our clients **tailored services** as one firm.



## We focus on your interests, not our own

Privately owned small- and medium-sized businesses are at the heart of the Czech economy. Over the past years, the challenges facing these businesses have become more complex and differentiated.

Our **Private Company Services (PCS)** team provides **complete business consulting solutions**, tailored to the needs of **private businesses, family businesses, entrepreneurs and high net wealth individuals**.

To add real value to your business, we are determined to:



**PROVIDE** you access to the same knowledge available to multinational corporations.



**GIVE** you the honest insights and advice you expect from a true business partner.



**UNDERSTAND** your key drivers both at a business and on a personal level.

We can provide all the practical and commercial assistance you need, delivered in a way that is relevant and appropriate for your business. We may be big, but we have built our success on developing trusted business advisor relationships and delivering solutions that fit the needs of our clients.

- What is the value of my firm?
- How do we compare to our competition?
- How should I manage my firm in a downturn?
- How can we reduce taxes?
- What is the right time for an IPO?
- I always hear “go east”, but how can I do it?
- How can I multiply my wealth?
- How do I prepare a successful succession?
- My business grew rapidly – how can I ensure proper control?
- How can I profit from EU funds?

# Whatever your concerns, we provide the solutions.



## Solutions without wasted expenses\*

Effective legal advisory services bring such solutions that allow companies to carry out their objectives without wasted expenses.

[www.ambruzdark.com](http://www.ambruzdark.com)

\* Ambruz & Dark, associated Law Firm of PricewaterhouseCoopers



## Maximise the value from deals

Buying or selling a business is not an everyday occurrence. It is crucial to understand what drives the value of a business, what its future potential is and how to make it happen...

[www.pwc.cz/deal](http://www.pwc.cz/deal)



## Get the right information right

Reliable accounting and financial information is a foundation for effective management. Whether you are implementing a new IT or accounting system, face unusual business situations, IPO process or the need to improve internal controls, we can provide exactly the type of experience and resources you need.

[www.pwc.cz/accounting](http://www.pwc.cz/accounting)



## Opportunity and challenge

Is IFRS adoption right for you? Are you making the change or already reporting? Many IFRS challenges are unique to your industry. We can guide you through all stages of the IFRS reporting lifecycle.

[www.pwc.cz/ifrs](http://www.pwc.cz/ifrs)



## Have you been the victim of fraud or involved in a dispute?



Organisations are exposed to risks and problems that they are often not used to dealing with, from fraud and abuse to errors and differences in understanding. Do you need a road map to navigate these uncharted waters - or maybe want to know how to prevent them?

[www.pwc.cz/fraud](http://www.pwc.cz/fraud)

## Survival, growth, opportunities, competition...

...and resistance to future crisis. Companies that want to succeed in the long term must approach sustainability strategically and with conviction, determination and transparency.

[www.pwc.cz/consulting](http://www.pwc.cz/consulting)

Tax advice

## Is saving on tax always the most profitable option?

There is hardly a decision that does not have an impact on tax. No matter what transactions you do, we make sure you pay neither more than you need to... nor less than you have to.

[www.pwc.cz/tax](http://www.pwc.cz/tax)

Consulting

Audit

## Quality and confidence matter

Throughout economic cycles, quality is the bedrock of our Assurance practice. With our auditor at hand, you can sleep without worries as you will know all you need to know.

[www.pwc.cz/audit](http://www.pwc.cz/audit)

Business Recovery & Restructuring

## New way to the future

A tough economic climate, rapid market changes, new competitors, strategic errors...all leading to serious financial distress. A downward spiral is often not inevitable. Early detection and decisive action can help restore performance and find a new development direction.

[www.pwc.cz/restructuring](http://www.pwc.cz/restructuring)



## There is no success without people

Careful HR planning, proper administration and the timely remuneration of staff will not only optimise your HR costs, but will also promote a sense of loyalty among your employees.

[www.pwc.cz/people](http://www.pwc.cz/people)

Human Capital

## Knowledge is power... but only if it is shared

Today's business needs leaders with strategic thinking, who can truly inspire their people. People learn best when they are challenged by great tutors with practical experience.

[www.pwc.cz/academy](http://www.pwc.cz/academy)

PwC Business Academy

## Success is responsibility

As leading advisors, we **understand long-term impacts** of a business' operations on society, the environment and economy. We believe **businesses have a responsibility** to operate in ways that **benefit society and foster its well-being**.

PricewaterhouseCoopers focuses its Corporate Responsibility programme on four areas.

### Community



We help educate and integrate abandoned and socially disadvantaged children, the mentally and physically challenged, elderly people, and immigrants.



### Workplace

Exceptional services require exceptional people. A complex learning programme and coaching culture are the cornerstones of our business. We support workplace flexibility as an important element of work-life balance and encourage diversity in the workplace.



### Environment



We try to reduce our consumption of paper, plastic, energy and fuel and actively support the environment through volunteering. Each employee can spend one working day volunteering for the community or the environment.



### Marketplace

We are committed to encouraging ethical and transparent behaviour in the market. We follow strict principles that reflect the high level of public trust in the auditing profession, and create and use various opportunities to involve our stakeholders in promoting responsible leadership in the Czech marketplace.

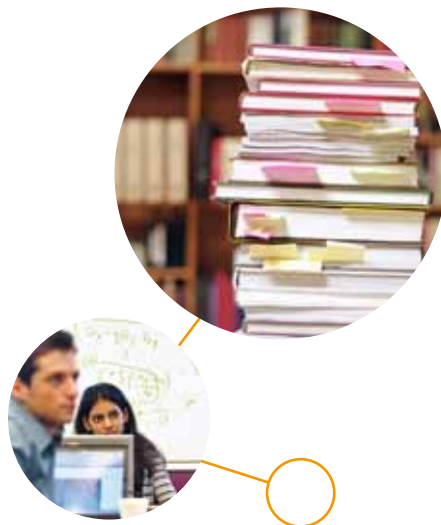


In the 2009 financial year, we spent over 1000 hours on Corporate Responsibility projects and volunteering and we helped more than 20 community organisations.

## Our knowledge is your added value

To make the right decision, you need the **right information**. And **we give it to you**. We want you to have the necessary knowledge-advantage in order to make the most of opportunities **ahead of your competition**.

Among our key reports and thought leadership initiatives are:



### ○ Global CEO Survey

A comprehensive annual report providing insight into opinions and experience of over 1000 global business leaders and brings unique and thoughtful responses to current business challenges.

[www.pwc.com/ceosurvey](http://www.pwc.com/ceosurvey)

### ○ Transform

A PwC semi-annual magazine on business trends and opportunities in Central and Eastern Europe: What is driving growth in the region? What changes are affecting businesses?

[www.pwc.com/transform](http://www.pwc.com/transform)

### ○ Tax & Business News

A PwC monthly bulletin on the latest changes in relation to Czech tax and accounting legislation and financial advisory and their implications on businesses.

[www.pwc.cz/tbn](http://www.pwc.cz/tbn)

### ○ Industry analysis

A number of annual reports as well as specialised insights focusing on up-to-date industry issues for various sectors.

### ○ Global Economic Crime Survey

The largest study of its kind available worldwide – an in-depth insight into the level and types of fraud as well as steps companies take to prevent, detect and respond to economic crime.

[www.pwc.cz/crime](http://www.pwc.cz/crime)

### ○ Mergers & Acquisitions overviews

A series of M&A reports in a wide range of industries that analyse key global and regional deals in each sector.

### ○ Top 10 points on how to manage in crisis

During uncertain and volatile times it is important to make tough decisions early. Our top 10 points help you focus on key value drivers and risks across your business.

[www.pwc.cz/crisis](http://www.pwc.cz/crisis)

### ○ Paying Taxes

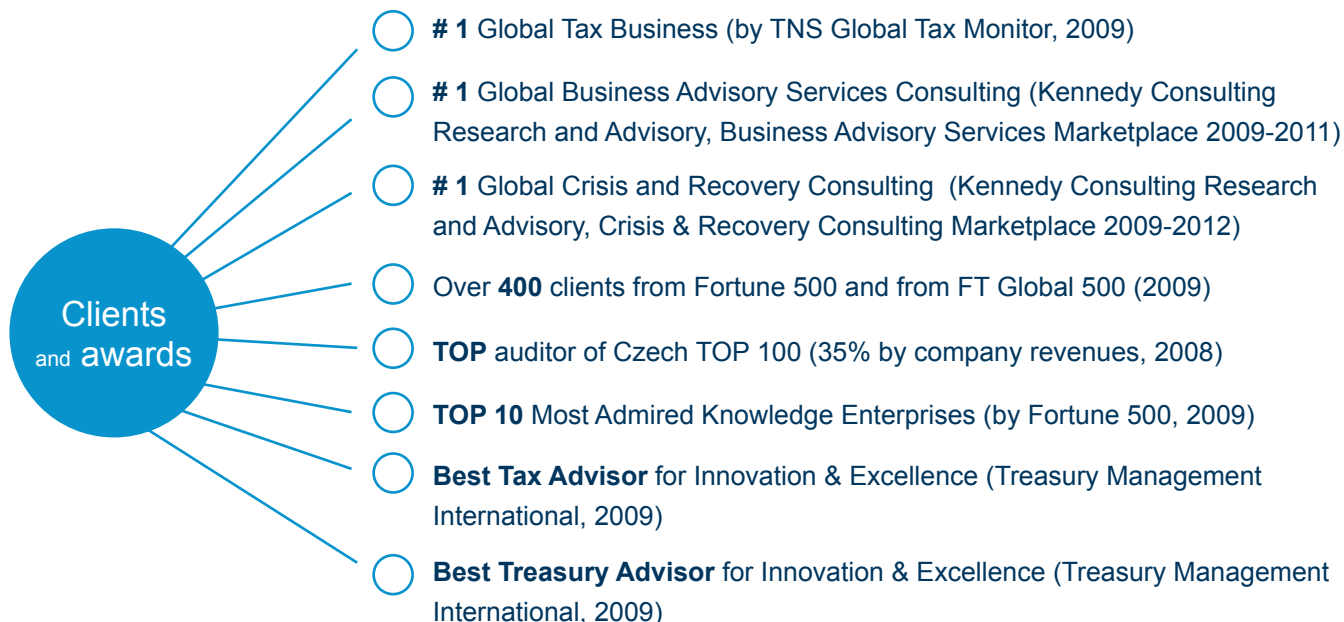
Conducted together with the World Bank, the report compares tax systems from around the world and identifies efficiencies that can benefit both government and businesses alike.

[www.pwc.cz/paytax](http://www.pwc.cz/paytax)

## Our people, clients and commitments



Sound governance and transparency form the foundation of leadership. We are committed to serving as a force for integrity, good sense and wise solutions to the problems facing businesses today.



# At PricewaterhouseCoopers, we measure our success by yours

PricewaterhouseCoopers helps companies to meet any kind of **economic challenge** – with **tailored solutions** from highly qualified industry specialists.

## We are where you need us to be



**Jiří Moser**  
Country Managing Partner  
& Lead Advisory Services Partner  
[jiri.moser@cz.pwc.com](mailto:jiri.moser@cz.pwc.com)  
+420 251 152 048



**Paul Stewart**  
Lead Tax & Legal Services Partner  
[paul.stewart@cz.pwc.com](mailto:paul.stewart@cz.pwc.com)  
+420 251 152 711



**Paul Cunningham**  
Lead Assurance Partner  
[paul.cunningham@cz.pwc.com](mailto:paul.cunningham@cz.pwc.com)  
+420 251 152 012



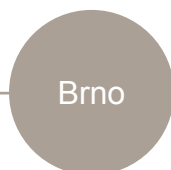
**Vladimír Ambruz**  
Partner, Ambruz & Dark Law Firm, v.o.s.  
[vladimir.ambruz@ambruzdark.com](mailto:vladimir.ambruz@ambruzdark.com)  
+420 251 152 921



Prague

Kateřinská 40/466  
120 00 Prague 2  
Czech Republic

tel.: +420 251 151 111  
fax: +420 251 156 111



Brno

náměstí Svobody 20  
602 00 Brno  
Czech Republic

tel.: +420 542 520 111  
fax: +420 542 214 796



Ostrava

Zámecká 20  
702 00 Ostrava  
Czech Republic

tel.: +420 595 137 111  
fax: +420 595 137 611

[www.pwc.cz/contacts](http://www.pwc.cz/contacts)

[www.pwc.com/cz](http://www.pwc.com/cz)