

PricewaterhouseCoopers - a TOTAL tax solution for Entertainment and Media

There has been rapid development in these sectors of the economy over the past few years. Investment opportunities have generated considerable activity across all of these segments. This has led to a variety of changes in legislation and tax opportunities. Based on extensive experience gained from advising companies within these sectors in the Czech Republic and across the CEE/CIS region, PricewaterhouseCoopers has been able to assemble a dedicated team of tax specialists to address the issues which are unique to each industry.

Specialist Services

PricewaterhouseCoopers can offer you a full range of corporate tax and VAT services, combined with a range of services specifically geared to the given industry. These specialist services include:

- Assisting companies involved in acquisitions to ensure all tax and related commercial issues are adequately managed
- Optimizing the value of intangible assets, such as patents, know-how, trademarks etc. including assessing the jurisdiction in which such assets are to be legally owned
- Review of fixed assets registers and content libraries to ensure all available taxation benefits are being utilized
- Consideration of preferred structures from the perspective of VAT and other indirect taxes
- Obtaining VAT refunds from other tax jurisdictions
- Assistance with preparation of internal tax related procedure manuals and defense files
- Assessing the appropriate treatment of significant development costs for new and innovative solutions

Together with our expertise in other areas of corporate tax and financial services PricewaterhouseCoopers is an ideal solution for all your tax matters.

Please see overleaf for more details on the range of other specialised services we can offer you.

Contact

For more information on how our specialist industry teams can help you with your planning, please contact:

Paul Stewart, Partner +420 251 152 711 paul.stewart@cz.pwc.com
PricewaterhouseCoopers, Kateřinská 40/466, 120 00 Prague 2 www.pwc.com/cz

Tax and Legal Services

PricewaterhouseCoopers offers a full range of taxation services. To ensure the highest level of expertise in all key areas of tax, we have developed specialist teams to work on each of these complex areas.

Value Added Tax

Specialisation in all aspects of registration, administration and compliance with VAT legislation. As part of a global network, we can help you streamline your operations to minimise VAT costs on both local and cross-border transactions.

Customs and Excise

Specialisation in all compliance and administration issues. We ensure the correct application of tariff classifications and excise duties. We can also advise you on planning the implementation of various customs requirements.

Corporate Tax Compliance

Specialisation in the preparation and submission of corporate income tax returns. This includes initial consultation, a full review of all compliance and administrative issues, and assistance with completing and filing the return. We also assist you in negotiations with the financial authorities.

International Assignment Solutions

Specialisation in comprehensive expatriate services, including personal tax advice, immigration services, workforce cost management, structuring and design of compensation schemes, and full assistance with employee share plans. We also offer a fully comprehensive payroll system that caters for all statutory payments, bank transfers, and annual income tax reconciliation for employees.

Mergers and Acquisitions, Restructuring

Specialisation in implementation of global and strategic mergers in the Czech Republic, effective tax planning, and appropriate corporate structuring. We can help you create an integrated, customised solution for all aspects of your business plan. We provide full advice on legal, tax, and compliance issues, bringing you significant cost savings and increased profitability.

Transfer Pricing

Specialisation in transfer pricing legislation. Key services include risk assessment studies, benchmarking analyses to determine an effective arm's-length price, and planning and implementation of transfer pricing policies. We also provide full assistance with preparation of documentation as laid down by the OECD.

Investment Incentives and EU Funds

Specialisation in all aspects of state or European financial aid. This includes advice on investment incentives, subsidies, grants, tax relief, and EU support. We assist and advise you on every phase of the process, from application to final verification of use. As members of the PwC Global Investment Services network, we have an extensive knowledge of EU competition legislation and how it affects current investment projects.

Litigation Services

Specialisation in all aspects of tax litigation. Negotiating your tax obligation with the financial authorities requires an extensive knowledge of taxation and procedural issues combined with practical experience. Our specialised team can represent your company at any stage of the taxation procedure, whether it is during the tax audit, subsequent appeal proceedings, or representation before independent courts.