



KPMG IMPACT AND THE COVID-19 PANDEMIC: HOW KPMG IS RESPONDING TO THIS PIVOTAL TURNING POINT

At KPMG we serve and strengthen our communities and markets, advancing education and sustainable development.

“The measure of KPMG has always been how we come together to tackle the world’s greatest crises. Rooted in 150 years of history, we share a common purpose to help strengthen our communities. Every year, tens-of-thousands of our people from across our global network dedicate their time and skill to making our world that much better. Together, guided by our core values, we strengthen markets, facilitate sustainable growth and drive progress throughout society. Our passion for doing right by all is what makes this organization KPMG”.

**Bill Thomas
Global Chairman and CEO
KPMG International**

The global COVID-19 pandemic affected KPMG’s network of member firms and their clients deeply and in many different ways. In Kazakhstan almost all KPMG employees were able to continue providing services to clients during the crisis, mainly due to effective use of technology, which allowed them to remain fully effective in performing audit and advisory work on a remote basis.

As a result, KPMG was extremely fortunate to have been able to maintain almost all of its 650+ people in full time employment during the pandemic, even though our KPMG offices in Kazakhstan themselves were required to close.

On a global basis, as this crisis impacts every aspect of people’s lives, KPMG believes that its support for communities must be focused. Given the nature of the crisis, we are therefore prioritizing health and wellbeing, as well as education, which is our critical long-term corporate citizenship priority. KPMG contributions span *pro bono* work, volunteering, and cash donations, which globally amount to more than US\$4 million to date.

As part of the KPMG global response, KPMG became a founding member of the *United Nations Educational, Scientific and Cultural Organization (UNESCO)* - convened the *Global Education Coalition* for COVID-19 response to safeguard access to education for 1.5 billion students across 191 countries affected by nationwide school closures during this pandemic.

KPMG member firms, in particular in those countries most affected by the pandemic, are also involved in various *pro bono*, volunteering and donation efforts in order to support their communities. Below are just a few examples.

China

KPMG China raised more than US\$500,000 in donations through a staff-matched fundraising appeal. The donation provided funding to several NGOs to help groups buy urgently needed medical supplies and equipment including non-invasive ventilators for over 20 hospitals including the city of Wuhan’s *Leishenshan Hospital*, the emergency specialty field hospital built in response to the COVID-19 pandemic. Other supplies needed included hygiene kits for low-income families. The majority of the funds raised were from 2,200 staff members, with a dollar-for-dollar matching donation offered by the *KPMG Foundation in China*.

United States of America

KPMG in the U.S. and the *KPMG US Foundation* have pledged to donate more than US\$2 million to support non-profit organizations impacted by COVID-19. The funds will benefit organizations with which KPMG has an existing relationship, as well as supporting selected organizations focused on lifelong learning and health and wellness activities in support of the COVID-19 relief effort.

Close to US\$1 million in funds are being distributed to 80 non-profit organizations selected by Office Managing Partners in all US KPMG markets, as well as 800 grants to non-profit organizations actively supported by our people as part of the US Foundation’s *Community Impact Grant* program. In addition, to date, US\$700,000 of funds have been provided to non-profit organizations around their relief efforts and solutions supporting these four key areas: *the “front line”, education, food insecurity, and the cure*.

Italy

KPMG in Italy responded immediately to the COVID-19 crisis to provide aid to hospitals in need. *‘Let’s breathe Italy’* is the motto at the heart of this dedicated team’s commitment to helping the community. Through targeted interventions with more than 10 hospitals in Bergamo, Milan, Naples and Rome, the team worked together with the *Francesca Rava Foundation* to launch a program designed to help hospitals most affected by the pandemic. A series of initiatives followed, including donations of medical equipment such as ventilators, radiography imaging, ultrasound equipment and monitoring devices, all with associated training. These donations equate to US\$760,000.

India

KPMG in India is working with children studying at schools that belong to marginalized groups and lack access to computers and laptops at home. With schools closed

across India, mainstream schools are conducting online classes. The same is not possible for the schools within marginalized communities. KPMG in India is helping teachers at these schools develop content for secondary school students in subjects such as accountancy, physics, chemistry, mathematics and English, in video format and PowerPoint presentations which are then shared with the students via WhatsApp.

Netherlands

KPMG in the Netherlands, together with more than 60 cybersecurity companies and several other professional services firms in the Netherlands, joined forces with *We Help Hospitals* to assist healthcare organizations with cybersecurity incidents during the COVID-19 crisis. KPMG in the Netherlands is donating pro bono advice and technical expertise to hospitals, nursing homes and general medical practices.

UK

As part of KPMG's ongoing commitment to *#ITsHerFuture*, KPMG in the UK is providing a free online course, *Introduction to Python* coding. This course is for secondary school students, parents, and teachers, and gets them coding in just 10 minutes. Highly interactive and mimicking the environment of a computer science lesson, the course has already been completed in the UK, Canada, Jamaica and Pakistan. The program is part of KPMG in the UK's wider COVID-19 community response, which includes adapting existing outreach programs and creating new solutions to support young people from disadvantaged backgrounds.

Taking the next step

The impact of the coronavirus (COVID-19) is being felt by all businesses around the world. Leaders are navigating a broad range of interrelated issues that span from keeping their employees and customer safe, shoring-up cash and liquidity, reorienting operations and navigating complicated government support programs. To help businesses and governments understand COVID-19 implications and, more importantly, the best position to be resilient in the future, KPMG constantly prepares the latest thinking from our professionals worldwide. We provide economic, financial and business continuity insights on a regular basis.

A new department within the KPMG global organization, announced on June 2, KPMG IMPACT will bring together deep expertise and knowledge from around the world to help businesses, governments, and other organizations address the pressing environmental, societal and governance issues that they and the world in general are facing.

KPMG IMPACT will provide organizations with tools and methodologies to measure and implement appropriate actions to mitigate critical issues and to work toward real and lasting positive impact. It will offer client services that bring together the skills and acumen of KPMG practitioners from across the globe, with a focus on five priorities to help achieve the *United Nations Sustainable Development Goals (SDGs)*:

1. Environmental, social, governance (ESG) and sustainability

Helping KPMG member firm clients to understand and adapt to new and emerging changes to the business landscape by developing responsible and sustainable strategies, business models, operations and investments.

2. Economic and social development

Working with companies, governments, multilateral institutions, foundations and development organizations to support vulnerable populations while enabling societies and economies to prosper.

3. Sustainable finance

Furthering the integration of ESG in investment, financing, insurance and corporate finance strategies and processes.

4. Climate change and decarbonization

Driving business models, products and services that address climate change and to help member firm clients reduce carbon emissions.

5. Measurement, assurance and reporting

Enabling member firm clients to devise improved methods, tools and frameworks to better track and measure performance.

Highlighting the importance of KPMG IMPACT, we believe that COVID-19 has changed much of what we took for granted only a few months ago. As the world starts to contemplate a new reality, we are seeing a heightened awareness amongst clients and colleagues of the importance of building a more sustainable and resilient future.

The purpose of inspiring confidence and empowering change has never been more relevant, and KPMG IMPACT is one way we can support clients and respond to the opportunity and responsibility to help promote a future which assures healthy, sustainable societies alongside healthy economic growth.