PwC: the leading HQ relocation advisor

Further information

www.pwc.ch/hq

Publications

www.pwc.ch/publications

Building to win: How multinationals are structuring to compete in emerging markets

Integrated global structuring: Aligning global business models and tax planning

TAXeNEWS

breakingTAXnews

Retail and Consumer Worlds – Swiss Edition Expert articles, interviews and press releases

www.pwc.ch/articles

Events

www.pwc.ch/events Annual HQ Conference (Zurich and Geneva) Transfer Pricing Circle (Zurich and Geneva) World Wide VAT Forum (Zurich and Geneva) *Finance Functions Forum (Geneva)*

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Switzerland is the top choice for establishing and developing a global or European head office. Today, 57% of companies which move their headquarters come to Switzerland. What about you?

"The process and the expertise that PwC Switzerland bring when changing the business model is outstanding"

Director of European Tax, Fortune 500 company

"On time and on budget, PwC Switzerland have delivered consistently over this four year project"

VP of tax, US multinational consumer products group

"Through its experience and knowledge, PwC Switzerland continually adds value to our organisation while establishing our European HQ"

Project director, Fortune 300 company

PwC is the most experienced advisor to companies moving their HQ to Switzerland.

Benefit from the experience of others

We have an extensive network of contacts within the HQ community in Switzerland and can put you in touch with other companies that have made the move.

Our website allows you to signal interest in making contacts - we'll do the rest.

www.pwc.ch/hq

Best-in-class headquarters in Switzerland

A stable business environment, efficient capital markets, a favourable corporate tax regime, world-class infrastructure and excellent quality of life: these are just a few of the reasons why Switzerland continues to be a premier choice for the location of global and regional headquarters (HQ).

The benefits for you

We understand the challenges which your organisation will face when you're establishing a HQ in Switzerland.

Tackle the challenges with us and benefit from

- Our experience in helping many international companies, including some of the world's biggest brands, with their relocation to Switzerland.
- Our expertise and tried and tested tools and methodology.
- Our multi-competency global network.
- A comprehensive service tailored to your specific situation and needs.
- Proactive knowledge transfer to your team as solutions are developed.

The relocation of your HQ is a major undertaking that requires careful consideration, planning and execution. Some core areas which should be considered are:

- · selecting an appropriate HQ structure to align with the goals of the organisation
- aligning the tax and legal structure with the future business model
- aligning critical value drivers such as finance, IT, treasury, supply chain, strategic pricing and HR with the future business model
- internal and external communication, and transition and change management planning

- organisational design and recruitment, and selection of top-class employees
- managing the complexity of international indirect taxes (VAT and customs)
- structuring the finance and accounting function and control and reporting processes and systems
- reducing the organisation's cost base (e.g. through implementation of shared services)

Our integrated service approach links the core aspects of your HQ migration and development, helping you to avoid the common pitfalls and achieve an optimal solution.

Comprehensive support for HQ migration and continuous improvement

Direct and Indirect Tax

Your challenge:

- Defining a tax strategy that aligns with business objectives and generates increased shareholder value
- Designing, developing and implementing an integrated tax blueprint which is both flexible and sustainable

Examples of where we can help:

- · Globally coordinated tax technical advice during the assessment and development of the tax and legal model
- · Process management and subject matter experience in aligning the tax model with the business requirements
- Design of tax control structures and underlying applications and systems to support group reporting
- Design or optimization of group tax reporting tools, tax accounting and financial reporting
- Assistance and support with accounting for tax risks (US GAAP and IFRS)
- Tax accounting technical training

Management Information Systems and IT

Your challenge:

- Defining management information needs and your internal reporting framework
- · Defining an overall technology infrastructure to support the proposed business model

Examples of where we can help:

- Selecting, adapting and implementing ERP and other systems
- Defining confidentiality, privacy and continuity plans
- Developing systems and controls templates
- Defining management information needs for group and statutory reporting
- Benchmarking finance function effectiveness and efficiency
- Optimizing closing processes in SAP and other ERP solutions
- Dual (or more) reporting requirements (group and statutory)

Governance and Legal

Your challenge:

- Defining and implementing operational and legal structures
- Defining governance, compliance and reporting structures

Examples of where we can help:

- Analysing legal agreements and defining modifications required for your future business model
- Validating and enhancing governance, compliance and reporting processes
- Definition and implementation of accounting and payroll policies & procedures
- · Review of accounting for complex transactions/contracts
- Subject matter expert trainings

Finance and Control

Your challenge:

- Defining your new finance and reporting structure
- · Building accounting and reporting policies/processes and developing controls

Examples of where we can help:

- Developing templates for systems and controls
- · Defining key changes required in treasury and cash-management processes
- Developing the finance function model and staffing
- Internal audit out/co-sourcing (advisory and tools)
- Definition of an optimal organisational assurance framework
- · Ensuring timely and reliable controls assessment and reporting

Where are you today?

Continuous Implementation Improvement

Our approach is suited to the initial move to Switzerland and to the ongoing development of your HQ

Real Estate

Your challenge:

Design

- Securing suitable premises at acceptable cost
- · Optimising real estate contracts and management processes

Examples of where we can help:

- Defining and identifying suitable HQ location
- Structuring buy/lease arrangements
- · Investment property and lease accounting related topics
- · Optimising facility management processes

Your challenge:

• Retaining and attracting key talents expatriate employees

Examples of where we can help:

- - processes
 - incentive plans and/or employee benefit plans
 - regulation, and mathematical modelling)

Your challenge:

- and achieves business objectives
- functions

Examples of where we can help:

- - service concept
- - supply chain

Your challenge:

- budget · Defining and implementing your change strategy
- Examples of where we can help:
- Change programme coaching and support
- policies/procedures)
- consequences
- (e.g. carve-outs, pro-forma information, etc.)

Human Capital

• Implementing efficient processes, including payroll, for managing

• Evaluating and benchmarking current HC practices • Designing compensation structures and payroll administration • Developing, implementing and monitoring HC strategies, tools and

· Modelling and assessment of accounting impact for complex management · Provide actuarial related services (functions and processes, standards and

Supply Chain

• Developing a supply chain that puts corporate strategy into practice

• Designing and implementing a centralised organisation and service

• Designing and optimising your supply chain, distribution network and

• Managing and controlling supply chain risks

• Identifying and mitigating major impacts on suppliers and customers · Assessment of the accounting impact from design and/or re-design of

Project and Change Management

• Developing a project plan to achieve benefits and meet deadlines and

· Ongoing project monitoring and risk and benefit management

• Managing critical integration topics (systems, processes and accounting

· Assisting with restructuring, related operational and accounting

· Assisting with preparation of additional financial requirements