

WE CREATE LONG-TERM VALUE

**for EY clients by helping them grow,
optimize and protect value**

We help EY clients seize opportunities to create long-term value and drive growth while, together, shaping the future with confidence. Our multidisciplinary teams serve as trusted advisors, enabling our clients to address today's challenges, capitalize on opportunities and manage risks. We help our clients succeed in the age of sustainability and artificial intelligence (AI) by continuously enhancing our service offering, with a focus on people and innovation. To do so, we provide high-quality services and capabilities that are developed through a client-centric approach.

This helps us to meet the diverse needs of our clients and create positive brand experiences. It is also pivotal in building clients' trust and confidence in us, which is a leading indicator of our future performance. Trust is what enables us to create value and gives us the confidence to make bolder strategic moves to maintain a competitive advantage in our business. We do this by meeting our clients' expectations and creating long-term value through:

- ▶ **Our value-led services and solutions** that help our clients build and run successful businesses
- ▶ **Our integrated value proposition** to clients on their sustainability transformation journey
- ▶ **Our efforts** to ensure service quality and client satisfaction
- ▶ **Our investments** in digital transformation, innovation and sustainability that help clients mitigate the risks and capture the opportunities arising from the evolving market landscape
- ▶ **Our approach** to protect client data and privacy
- ▶ **Our culture** of continuously engaging with clients and other business community members to keep them up to date with the latest business developments and support their business growth

Confidence for sustainability transformation

Brave thinkers will drive action for a new economy – one where business, people and planet thrive. Anchored in science, harnessing data and tech, delivering impact, we provide the full spectrum of sustainability services. This is how we support our clients with the confidence to act. To build a better working world.

The EY organization continues to harness the collective power of its expansive business and technology ecosystems and alliances, deep industry insights, and diverse teams that provide innovative concepts, services, offerings and ways of working with the ambition to create long-term value and drive growth for entrepreneurs, companies and governments around the world. Through the four EY service lines – Assurance, Consulting, Strategy and Transactions, and Tax – and the EY Markets organization, diverse teams provide exceptional client experience through consistent delivery and teaming across EY to help clients transform, grow and operate.

There will be no transition to a net-zero regenerative future without business action and investment. For over 20 years, **EY Sustainability** professionals have been supporting clients in tackling emerging and evolving issues linked to climate change and nature. We have evolved our skills, services and offerings (including through our alliance ecosystem) to meet client needs. Throughout, we have followed the evolving understanding of science and its implications for society. EY sustainability advisory services are designed to challenge and support clients in seeing the bigger picture: managing risk, reducing cost and complexity, spurring innovation, building trust and achieving measurable results. It all adds up to building confidence to act now, creating a platform for progress and transformation.

We have differentiated EY offerings with a broad spectrum of sustainability services from strategy through execution, all anchored in science and harnessing technology, data and ecosystem collaboration. At the core are the EY Climate Change and Sustainability Services (CCaSS) and EY Sustainability consulting practice and the people who work there. They contribute experience in sustainability, strategy, non-financial reporting, regulations, assurance and advisory. Sustainability is also embedded in our other service lines and functions across EY due to its interdisciplinary nature. Together, we utilize deep technical skills across a breadth of

issues to help businesses protect and create value for sustainability. This includes delivering technology-based solutions through alliances with leading solution providers like Enablon, IBM, Microsoft and SAP. We deliver end-to-end solutions, reframing strategies, accelerating transitions and implementing the right governance, reporting and operations processes to build trust and recognition with our clients' stakeholders. Our EY Sustainability teams provide sector-specific solutions in areas such as sustainability strategy (EY Parthenon), decarbonization (EYCarbon), sustainable supply chains and products, human rights due diligence, DE&I, circularity, ESG reporting and technology, ESG risk and opportunity management, energy transition and renewables, green infrastructure, green tax, mobility, cultural transformation and sustainable finance. We continue to develop technology, products and services to help EY clients further embed sustainability into their strategies.

During FY24, we were named a leader in the 2024 Verdantix Green Quadrant: ESG and Sustainability Consulting report. EY has also been named a leader in both the IDC MarketScape: Worldwide ESG Program Management Services 2023-2024 Vendor Assessment as well as the IDC MarketScape: ESG/Sustainability Strategy Consulting Services 2023 Vendor Assessment.

The People Consulting practice specializes in supporting clients with their Diversity, Equity & Inclusiveness (DE&I) strategy, leadership development programs and corporate culture. Our specialists assess the DE&I practices of our clients with EY's comprehensive Global Equity Standards framework, which examines DE&I from every angle, providing a robust standardized certification. Further, we help our clients to assess and enhance their equal pay practices in adherence with Swiss regulations.

Successful organizations depend on their reputation for keeping promises, respecting laws and behaving ethically to maintain stakeholder trust. Interdisciplinary EY teams help our clients to strengthen their governance through advisory on their corporate governance and governing body structures, along their supply chain as well as their business ethics practices. Our Tax and Legal teams together with the Governance, Risk and Compliance team provide a number of services to improve or consolidate the governance of our clients. For example, they support

boards in developing effective corporate governance and navigating the compliance journey. We believe this starts with establishing a strong governance framework, creating an ongoing risk monitoring system, automating risk monitoring through a robotics-enabled platform and conducting regular risk assessments.

Our Supply Chain teams undertake assessments of supply chain risks such as human rights issues while the Forensic & Integrity services assist companies and their legal counsel as they investigate facts, resolve disputes, manage regulatory challenges and prepare for ESG due diligence. Our IT Consulting and data specialist teams support clients with end-to-end solutions to automate data handling and reporting processes and implement technical solutions and applications for efficient and future-fit non-financial reporting. Our integrated approach ranges from enhancements in areas of perceived weakness or issues – including governance, controls, culture and data insights – to full organizational design and structural implementation.

Governments around the world are increasingly using taxation to achieve their environmental targets. Many countries now offer tax incentives to promote “green” behavior and impose specific levies, duties or energy and environmental taxes to discourage undesirable behavior and to raise revenues. Our clients will need to factor the growing role of environmental taxes, resource efficiency and low-carbon activity incentives into their thinking and modeling when making investment decisions.

To keep our clients updated on the key trends and developments in sustainability, we regularly publish articles, blogs and thought leadership content. We organize multiple virtual and in-person events and discussions on key sustainability topics with our clients and ecosystem partners.



Investing in innovation, technology and sustainability

Technology, and AI in particular, is key to supporting the needs of EY clients today and tomorrow. But we are also making differentiated investments in other areas that are of critical importance to clients, including transformation, managed services and sustainability.

■ Building EY AI capabilities to support clients

Today, AI is an integral part of the EY client proposition and woven into the EY organization and processes. We are also aware of EY professionals' role as trusted advisors, and support the use of value-driven, ethical and **responsible AI** in line with the EY purpose of Building a better working world. In September 2023 we launched the EY.ai platform following US\$1.4 billion of investment, which brought all of EY AI innovation and development efforts under a single unified platform. This has been supplemented by a further US\$300 million investment into the EY.ai platform in FY24, bringing total investment in EY.ai to US\$1.7 billion. This is in addition to wider investments in AI, ranging from learning to client solutions.

We began by turning the lens inward and treating the EY organization as the initial client – Client Zero – to pinpoint where the greatest value and returns could be realized. As EY continues to transform itself with AI, we are using our broad and deep experiences to inspire and support EY clients as they adopt and scale AI. Through EY.ai, we support clients to assess ethical risks, security challenges and regulatory compliance, and embed responsible practices in how they utilize AI.

■ Continuous investment in technology

At the same time, we are redesigning our processes and functions around AI capabilities. The EY organization has built AI and data services over the past years with a global network of nine Centers of Excellence that are highly specialized in data and AI and dedicated to accelerating the development of AI-powered products and solutions.

We not only support clients on their AI journey; we also empower EY people with GenAI tools. EYQ, our own private large language model (LLM), has received more than 49 million prompts since its launch in



September 2023. We have since expanded EYQ into an ecosystem of GenAI capabilities, deploying a Skills Foundry Academy with over 1,000 potential AI skills, such as the ability to prepare legal documents or support negotiating strategies.

As of the end of FY24, the EY organization completed a three-year commitment announced in FY21 to invest US\$10 billion in people, technology and innovation.

We globally continue to be recognized in the market for EY technology capabilities:

- ▶ Ranked as a strategic leader on the IDC Artificial Intelligence matrix
- ▶ EY Metaverse Lab ranked No. 1 market leader for metaverse by HFS
- ▶ Sixteen technology-related awards in FY24, including the Grand Stevie award for EY Fabric

Ensuring service quality and client satisfaction

To achieve our ambition of being recognized as the world's most trusted, distinctive professional services organization, we must provide exceptional client experience at every interaction.

■ Internal quality controls and key buyer-based fields of play

Exceptional client experience comes not only from ensuring the quality of our services but also through regular client experience reviews. Today, clients expect to be served by the best mix of people offering the most relevant and innovative services, but also seek an interesting, memorable and value-enhancing experience from the organizations they work with. We need to be conscious of both our service quality and the level of client satisfaction attained through the EY experience.

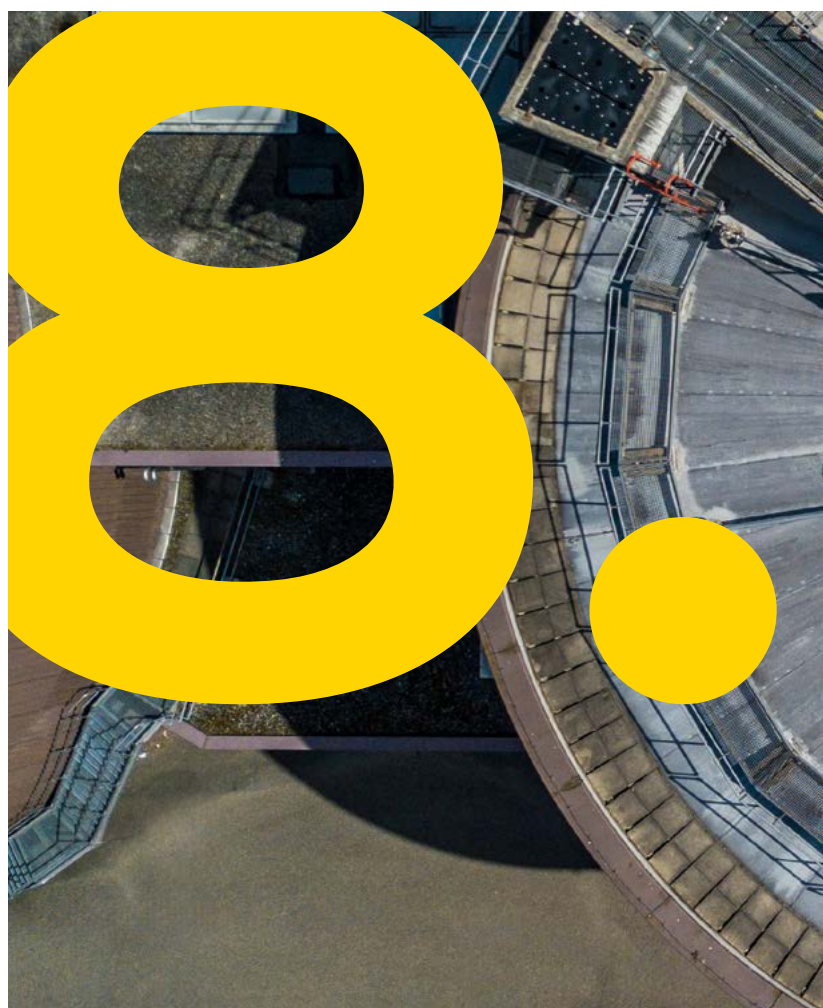
In order to ensure the quality of our services, we have introduced a quality control system based on the policies, tools and procedures detailed in our **Transparency Report**. For each of our service lines and functional areas, we have a partner in charge of the quality and risk management along with a dedicated team. In addition, our Global Code of Conduct sets out the guiding principles we follow to uphold our quality, independence, professional integrity and conduct while working with our clients. These principles also inspire us to deliver exceptional client services.

Two types of controls ensure the quality of our services: controls embedded within service delivery and annual on-the-spot controls of the services.

To further ensure that the nature, quality and accessibility of our services meet our clients' expectations and demands, we have established our Brand, Marketing and Communication (BMC) key buyer-based fields of play. Our brand impact is driven by eight principles based on strengthening the EY brand, adopting client centricity, leading by issues and enhancing and promoting EY's technical capabilities.

The BMC team's approach is to introduce agile, innovative, measurable and high-quality services for our client facing teams. We leverage the BMC buyer-based fields of play to assess client issues and expectations, goals and targets and the existing global trends, risks and opportunities. Assessment outcomes are compared with EY's existing service database to help us to understand the nature of new services we need to develop and how to customize existing ones. This process allows us to meet the client's demands and expectations in every respect, especially in terms of service quality.

We can confirm that we had no incidents of non-compliance with regulations or laws resulting in fines or warnings in the last three financial years with respect to services information and labeling and marketing communication.



■ Assessing client satisfaction through feedback mechanisms

EY's Global Client Experience Program helps us anticipate client needs, assess our performance against expectations and provide our point of view on areas of opportunity and improvement. Under the program, all EY member firms carry out client satisfaction surveys through questionnaires or individual interviews.

To ensure independent feedback, interviews are carried out by someone not involved in any engagements for the respective client. We undertake the following interviews and questionnaire-based surveys: Assessment of Service Quality (ASQ), Expectation of Service Quality (ESQ), Win-Loss and Relationship surveys and interviews.



Protecting client data and privacy

The EY organization believes that a strong business reputation depends on a robust data protection and information security program. We view data protection and information security as fundamental components of doing business. We are committed to protecting information assets, personal data and client information.

Our data protection and information security programs and practices are focused on sharing information appropriately and lawfully while preserving confidentiality, integrity and availability.

The EY team's ability to provide seamless, consistent, high-quality client service worldwide is supported by a well-articulated data protection and information security strategy. We protect information assets, personal data and client information whenever and wherever created, processed, transmitted or stored. We maintain effective governance and ongoing compliance with applicable domestic and international regulatory standards.

The implementation of our data protection and information security programs and practices is managed by two distinct yet aligned groups: the Global Data Protection network and the Global Information Security organization. Their mission is to protect the information assets of our organization and EY clients from unauthorized collection, retention, use, disclosure, modification or destruction. This is accomplished through appropriate policies, standards, procedures, guidelines, technological and administrative controls, and ongoing training and awareness efforts. Our data protection and privacy matters are governed by the EY Global Information Security Policy and EY data protection framework, which is based on the stated principles of the EU General Data Protection Regulation (GDPR).

■ Security strategy and mindset

Our multifaceted security program is anchored by our global information security and personal conduct policies. It is designed to drive and promote the confidentiality, integrity and availability of our personal and client information assets. We support this effort through data protection technologies applied in accordance with applicable privacy laws

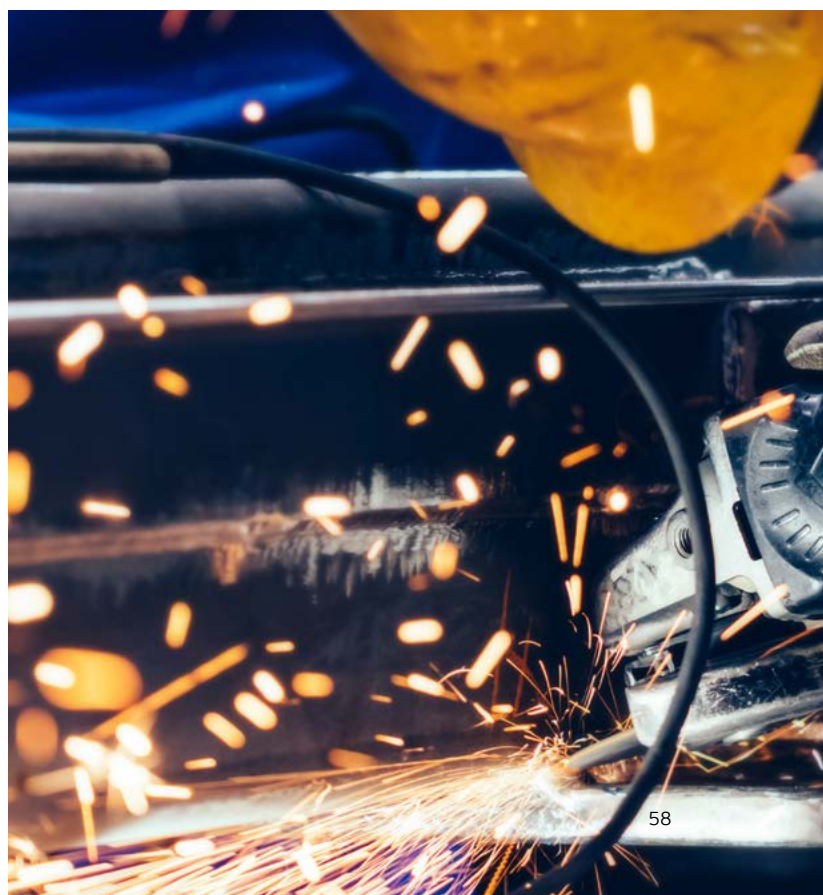
and regulatory requirements, as well as the ISO 27001/2 internationally accepted standards for security program management. Our organization is proactive in securing and properly managing confidential and personal information through our ISO 27001/2-based information security program.

■ Information security audits

To provide us with a more complete view of our information security compliance, our global technology products, services and data centers are subject to audits. We conduct several types of audits such as independent third-party compliance audits according to ISO 27001:2013 to certify the Information Security Management System employed within our three global data centers in the US, Germany and Singapore as well as all Swiss data rooms.

Find out more about how we protect client data [here](#).

We disclose that there have been no substantiated complaints received from outside parties or regulatory bodies in the last three financial years with regard to breaches of customer privacy or losses of customer data.



Continuous engagement with clients and business communities

As a part of our efforts to drive client centricity, we emphasize regular focused discussions, awareness generation and feedback sessions with our clients. This ensures continuous reassessment and realignment of our services and solutions with our clients' current expectations and requirements. This practice helps us to proactively assess any challenges that arise from the evolving market landscape and to address them in a timely manner. We bring together business and technology ecosystems and alliances, domain experience, and diverse teams with complementary skills and capabilities to create new business value for entrepreneurs, companies and governments.

As a keen market observer with links to many stakeholders in the wider economy, EY is well placed to share knowledge of emerging business topics. Besides hosting conferences, webcasts and panel discussions for our clients and business communities, we also have various programs to keep them up to date on current issues and upcoming trends. In FY24, we have welcomed over 1,000 participants from the business community for sustainability related events.

We also recognize business achievement through programs such as the EY Entrepreneur Of The Year™ or EY Entrepreneurial Winning Women™. We want the business community around us to benefit from our knowledge, expertise and skills. That is why we conduct a wide range of presentations at public forums, platforms, universities and accessible to the public. You can sign up for future events [here](#). We keep asking better questions in order to find better answers. EY professionals across all service lines regularly conduct and publish studies, write articles on the latest trends and our point of views.

1,000

members from the business community attended sustainability related EY events

EY Entrepreneur Of The Year™

The EY Entrepreneur Of The Year™ is highly respected across the globe as an award, as a program and more importantly, as a mindset. Since 1986, EY has been committed to the unique Entrepreneur Of The Year program, which specifically recognizes the achievements of entrepreneurs. The program, which was launched in the US, has spread to over 70 countries, including Switzerland. The associated Entrepreneur Of The Year competition is the world's biggest and most prestigious business award for entrepreneurs. The global network of 50,000 entrepreneurs continues to grow, with 5,000 nominees and 1,200 finalists added each year.

In Switzerland, the EY Entrepreneur Of The Year success story began in 1998. Since then, up to 50 entrepreneurs have applied for the competition every year. The independent jury selects one award winner from a shortlist of three finalists in each of the categories: Industry, Hi-Tech and Life Sciences, Services and Trade, Family Business and Emerging Entrepreneur. The Swiss EY Entrepreneur Of The Year competition took place for the 27th time in October 2024. Find out about the latest winners [here](#).