



Beyond 125: Celebrating Our Legacy, and Our Path Forward

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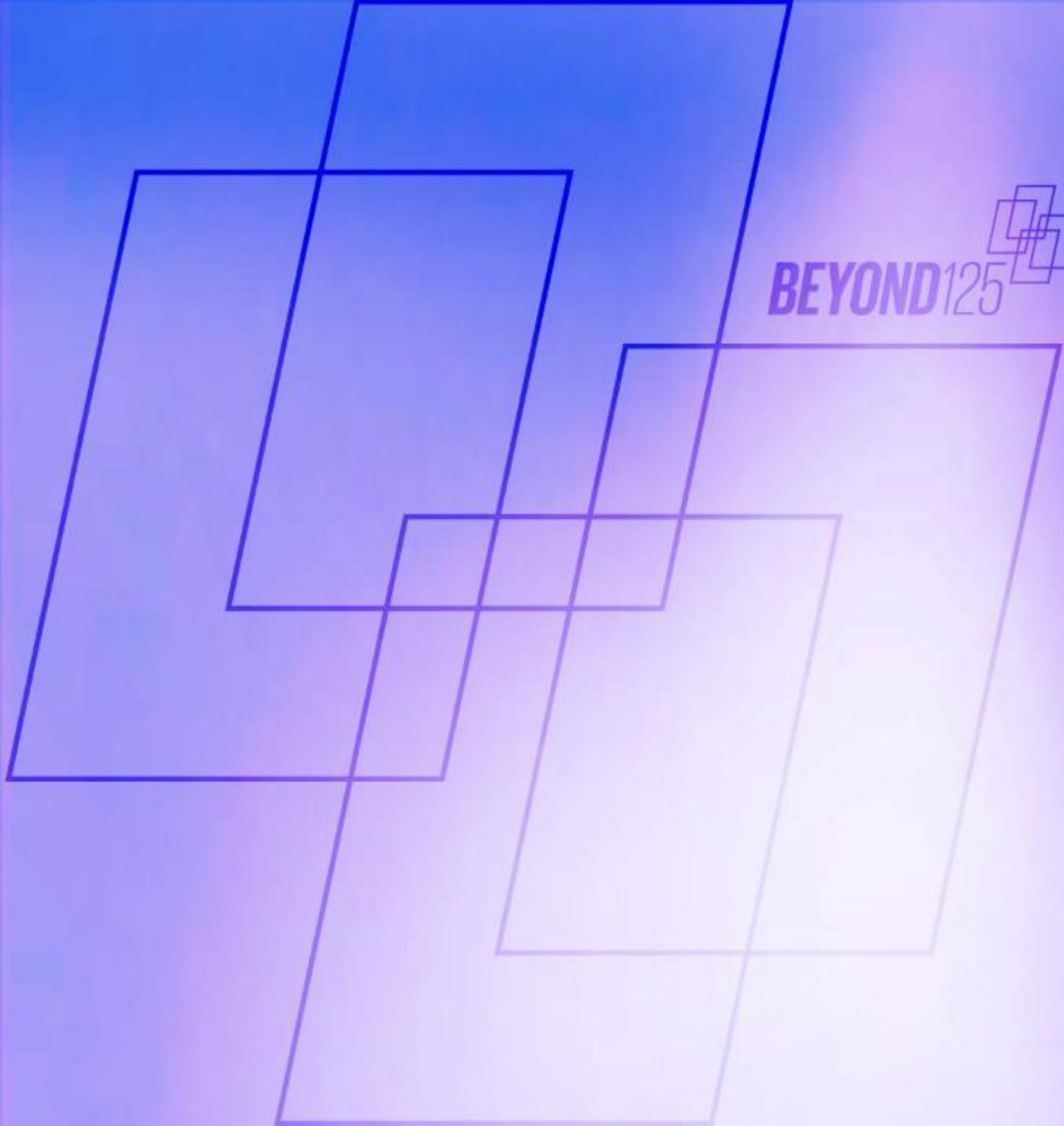


*BEYOND*125

Beyond 125
Celebrating KPMG's
125th Anniversary

November 2023



The background features several overlapping, semi-transparent rectangles in shades of blue and purple, creating a layered, geometric effect. The rectangles are tilted and overlap each other, with some appearing more prominent than others.

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KPMG

Telling our story

4

35,000

125





***BEYOND*125**



Beyond 125: What we set out to achieve



Celebrate all we've done and all we can do in the future



Reinforce our values



Connect our story



Create a sense of excitement and pride



Our anniversary
was positioned as
a.....



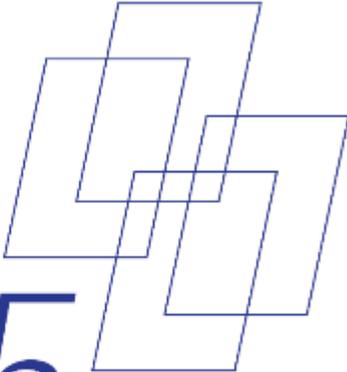
- Driver of engagement
- Goal-amplifying opportunity
- Value-based storytelling moment
- Call-to-action and look ahead
- Societal-focused celebration
- Way to attract the next generation

To accomplish our
goals we needed...

- A clear way to mobilize and engage
- Multichannel distribution
- Pathways for people to share, create and reflect
- Ways to engage
- Tent pole moment
- Push and Pull conversation

P M O

A dedicated anniversary mark to unite our storytelling

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How we communicated about the anniversary

Stakeholder	Know / Feel / Do
<i>What key audiences do we need to think about?</i>	<i>What do we want this group to know, feel and do?</i>
All Employees	Drive pride in firm, share vision for success
Leadership (Partners)/ Retired partners	Feel good about their stake in the firm, see how they have contributed to overall success
Lakehouse attendees	See KPMG as an innovative, cutting-edge firm (lean into future-focused aspect of Beyond 125)
HR – Onboarding / New Hires	Be proud of how they have contributed to the firm’s success
HR - Recruiting	Confidence in the firm they joined, see their role in future firm
DEI/BRGs/Culture Champions/ CI Ambassadors	Integrate messaging into campaigns, recruiting materials, etc.
KPMG Global (inform)	See our values in action as they propel us toward the next 125 years
Clients and alliances	<i>Collaborating with marketing organization to identify opportunities to leverage Beyond 125 in proposals, digital comms/events across the functions & alliances.</i>





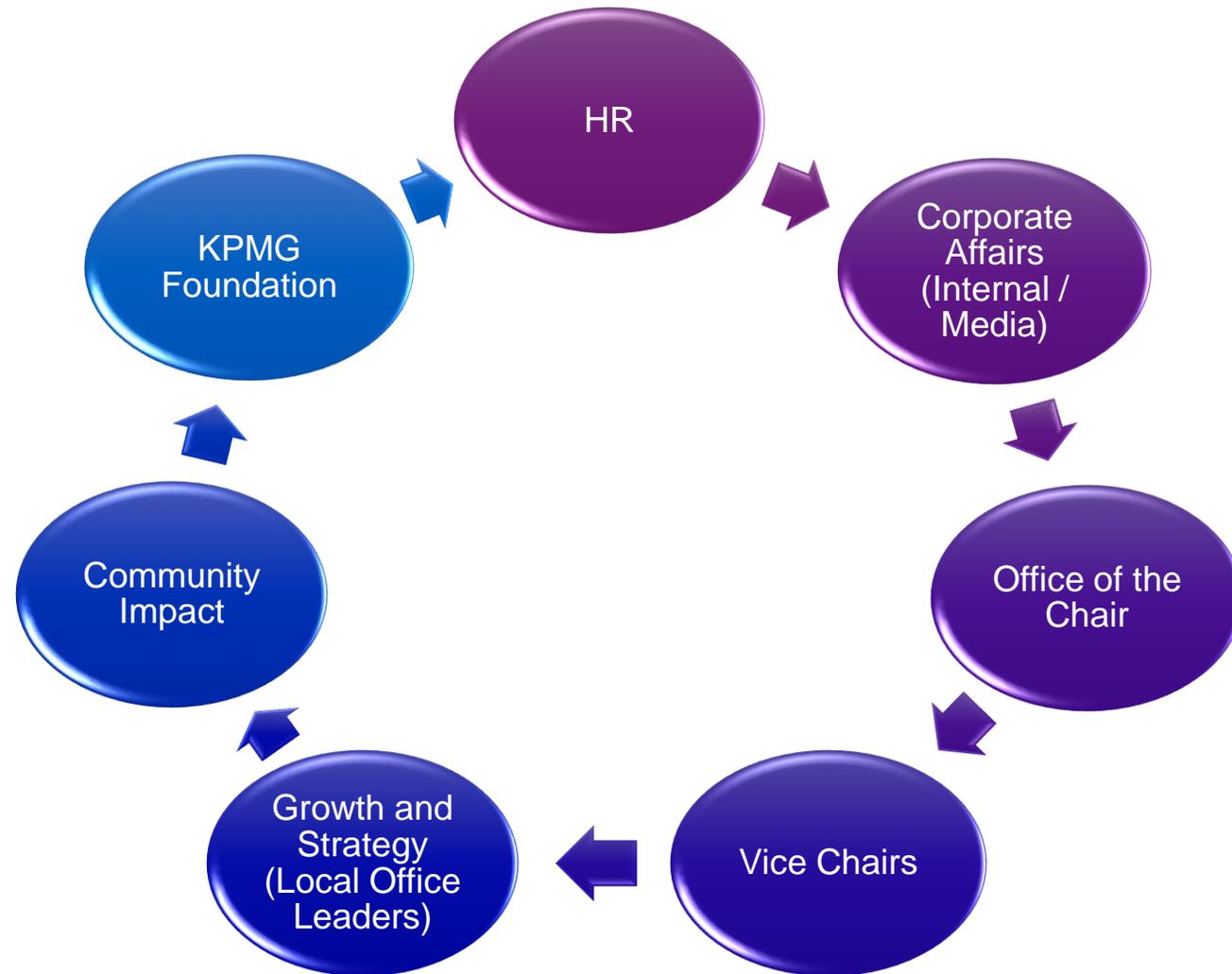
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KPMG

How we mobilized

Mobilizing Beyond 125: the who



Mobilizing Beyond 125: in four

phases

Our communications strategy ensured that we celebrated this anniversary in compelling and meaningful ways across a mix of content and channels, aligning with internal and external milestones, when it made sense.

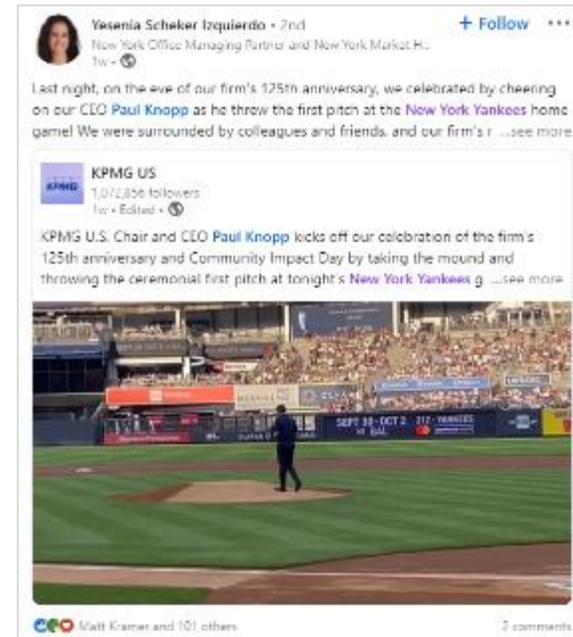
- We launched Beyond 125 in December 2021 at our National Town Halls, introducing the campaign
- Local office toolkits were created, and launched in January 2022
- Nationally, we continued to find targeted opportunities (and “tent pole moments”) to engage employees, leading up to our marquee event in August, *KPMG Community Impact Day*.



Celebrate: New York City with Paul Knopp

In celebration of KPMG's 125th anniversary – and 125 years of being headquartered in New York City – our people came together across the New York Hub to celebrate on August 2:

- On August 1, KPMG Chair and CEO Paul Knopp threw out the first pitch at Yankee Stadium in the game against the Seattle Mariners on Monday night and celebrated with KPMG clients and children from the Boys & Girls Club.
- On August 2, Paul, accompanied by former and current KPMG leaders, rang the opening bell at NASDAQ to officially mark KPMG's 125th anniversary and Community Impact Day.
- In collaboration with KPMG Family For Literary (KFFL), the Fort Washington Avenue Armory hosted an event which Paul and Chief Diversity, Equity & Inclusion Officer Elena Richards attended with 30 KPMG volunteers.
- The NYC office hosted their summer celebration at the iconic Tavern on the Green in Central Park after a full day of activities and volunteer events, where our firm was honored with proclamations from New York City Mayor Eric Adams and New York State Governor Kathy Hochul. It was on August 2, 1897 that KPMG LLP opened its first office on Nassau Street in New York City.



Celebrate: Orlando with Laura Newinski

Deputy Chair and COO Laura Newinski hosted 125th anniversary celebrations throughout Orlando, a market that will continue to play a key role in our firm's culture and future as the site of three offices, including KPMG Lakehouse.

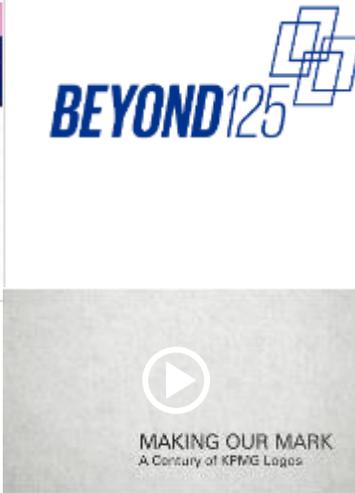
- The morning of August 2 kicked off with a Miles that Matter Fun Run at KPMG Lakehouse.
- Soon afterward, Laura presided over a press event in downtown Orlando, which saw KPMG leaders, local government officials, community leaders and media coming together to recognize and celebrate the firm's 125th anniversary.
- During the event, Laura announced that the firm would be bringing 650 new jobs to the city of Orlando by 2024. Additionally, Chair of the KPMG U.S. Foundation Anita Whitehead announced a \$1 million investment in Lift Orlando, a local organization that works with residents, business leaders and community partners to revitalize and strengthen neighborhoods. The firm was also honored with a proclamation from Orlando Mayor Buddy Dyer.
- Following the event, KPMG leaders joined more than 40 professionals at the Boys and Girls Club in West Lakes for their annual end of Summer Camp celebration, the “Big Splash Bash”, where 85 children enjoyed water games and other festivities. Meanwhile, back at KPMG Lakehouse, more than 800 program participants and local team members volunteered for activities benefitting five community partners.
- The festivities continued into the evening with a magician, lawn games and a drum line performance that led the crowd to Illumination Hall for a surprise live concert featuring the multi-platinum, award-winning rock band Neon Trees.



Internal Snapshot

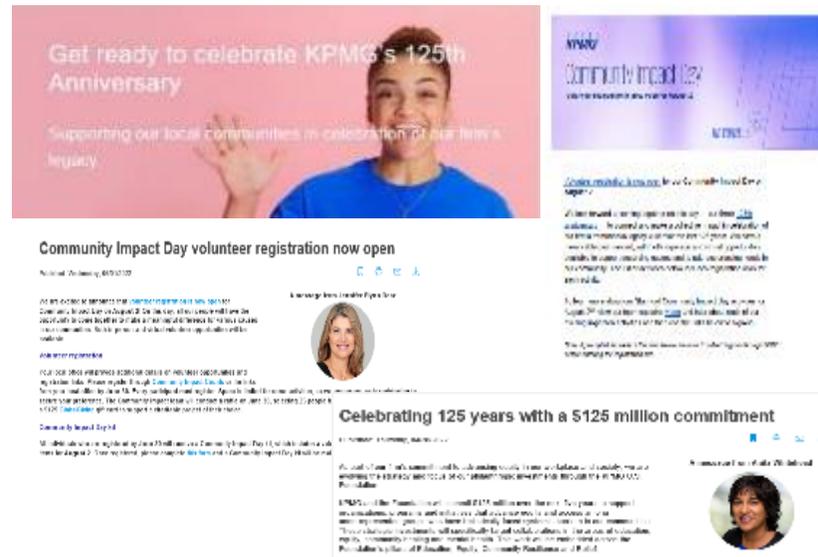
LAUNCH:

Toolkit for local offices



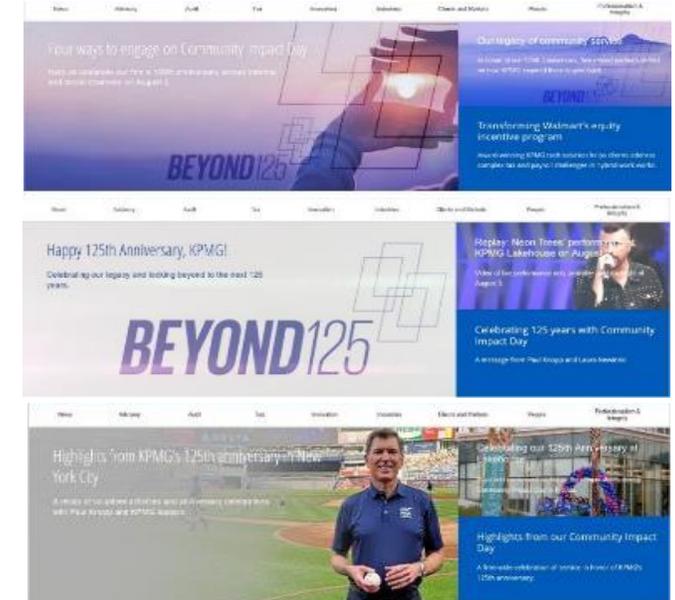
BUILD:

Intranet articles



CELEBRATE:

Social Media engagement



External Snapshot

LAUNCH & BUILD:

BUSINESS INSIDER

KPMG's new vice chair of talent and culture shares how her experience prepared her for the role

"When Sandy Torchia joined Klynveld Peat Marwick Goerdeler in July 1997, the accounting firm was celebrating its centennial.

Now, in July, Torchia will be celebrating the company's 125th anniversary, her own silver jubilee, and a brand-new role."

FORTUNE

KPMG named one of Fortune Magazine's 100 Best Companies to Work For
 Firm marks 125th time on the list as it celebrates 125th anniversary

CELEBRATE:

KPMG 125th Anniversary. Community Impact Day. Making a difference.

Orlando Business Journal article snippet: *What a way to wrap up and celebrate a fun, impactful and memorable day for KPMG's 125th anniversary being all together at J Bar M in Houston! So many facts we all haven't seen in a while and to meet so many new people who...*

Los Angeles Daily News article snippet: *partnership and a member firm of the... al Limited, a private English company*

CELEBRATE:



Orlando Sentinel

ORANGE COUNTY
Lift Orlando lands \$1 million donation from KPMG
 By Ryan Gillespie
 Orlando Sentinel • Aug 02, 2022 at 2:10 pm

ORLANDO BUSINESS JOURNAL

KPMG announces new Central Florida jobs and large donation to Lift Orlando

TAMPA BAY BUSINESS JOURNAL

greenwich time



Los Angeles Daily News

"Volunteers are a critical part of our work," said President and CEO of the LA Regional Food Bank, Michael Flood. "KPMG's volunteer hours will result in more people getting the food and nutrition assistance they need, and it was wonderful having them at our new distribution center in the City of Industry."



Advice to share....

- Ask yourself, what moment is this for your organization? Position it that way, clearly.
- Build your story arch with the right people at the table.
- Do not underestimate the desire for people to get engaged. Create moments and pathways and be ready for what will come your way.
- Establish your budget accordingly.
- Stamps take time! The easier the effort looks, typically the more it takes to execute to make it look that way!
- Create a PMO structure to keep it all moving at pace.

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