



Transparency report 2025



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We have prepared this transparency report, in respect of the financial year ended 30 June 2025, in accordance with the requirements in article 13 of the EU regulation No. 537/2014.

Welcome to our 2025 Transparency report!

At PwC, we help our clients build trust and think innovatively, enabling them to turn complexity into a competitive advantage. We are a network of firms in 136 countries, powered by technology and people, with over 364,000 employees. Our purpose is to build trust in society and solve important problems. Through audit and advisory, tax and legal services, transactions, and consulting, we contribute to creating, accelerating, and sustaining progress with a leading culture of quality.

Our purpose is a commitment, and our culture must always be characterised by high quality. The credibility we hold as society's trusted adviser also depends on our ability to evolve in step with the world around us—and preferably stay ahead. Therefore, we continuously develop our strategy to address the megatrends related to a fragmented world, technological disruption, climate change, demographic shifts, and social instability.

Our strategy is anchored in four key areas: Technology, Data and AI; Sustainability; Trust in What Matters; and New Business Models. Through these market platforms, we aim to build trust and expertise at a time when traditional boundaries between industries, businesses, and economies are shifting, and new players are emerging—reshaping how we produce, build, move, power, care for, and feed society.

Building on PwC's global strategy to build trust and act as a catalyst for change among the largest and most complex organisations, we decided in autumn 2025 to carve out and sell parts of our audit and advisory business. The new company will have 260 employees and 18 partners who, together with the private equity firm IK Partners and local PwC partners, will focus on local and non-regulated clients. The transaction covers 20 offices: Askim, Bodø, Brønnøysund, Drammen, Egersund, Florø, Førde, Hamar, Haugesund, Lillehammer, Mo i Rana,

Trust and transparency – a year in review

2 463

Number of people in
PwC Norway

1 295

Number of people in
Assurance

336

Recruitments in FY25 in
PwC Norway

157

Recruitments in FY25
in Assurance

401

Number of State Authorised
Public Accountants

89

Number of Engagement
Leaders

27

Offices

Our approach to quality

International Standard on Quality Management (ISQM 1)

In December 2020, the International Auditing and Assurance Standards Board (IAASB), approved and released three new and revised standards that strengthen and modernise a firm's approach to quality management, including ISQM 1. This standard which became effective 15 December 2022 required all firms to have designed and implemented the requirements of the standard and evaluate their SoQM under the new standard by 15 December 2023.

ISQM 1 is an objectives-based approach that expects firms to have a system of quality management (SoQM) that operates in a continuous and iterative manner taking into consideration the conditions, events, circumstances, actions and inactions that impact a firm. It enhances the firm's responsibilities around monitoring and remediation, emphasising the need for more proactive, real-time monitoring of the SoQM, an effective, efficient, and timely root cause analysis process, and timely and effective remediation of deficiencies.

ISQM 1 states that the objective of the firm is to design, implement and operate an SoQM that provides the firm with reasonable assurance that:

- The firm and its personnel fulfil their responsibilities in accordance with professional standards and applicable legal and regulatory requirements, and conduct engagements in accordance with such standards and requirements; and
- Engagement reports issued by the firm are appropriate in the circumstances.

The standard goes on to say that the public interest is served by the consistent performance of quality engagements and that this is enabled by an effective system of quality management.

Delivering quality services across the network

Definition and culture

At PwC, we define quality service as consistently meeting the expectations of our stakeholders and complying with all applicable standards and policies. An important part of our ability to deliver against this quality definition is building a culture across a network of more than 364 000 people. This culture of quality emphasises that quality is the responsibility of everyone, including our people. Continuing to enhance this culture of quality is a significant area of focus for our global and local leadership teams and one which plays a key part in the measurement of their performance.

Measurement and transparency

For all our businesses, each PwC firm – as part of the agreement by which they are members of the PwC network – is required to have in place a comprehensive

system of quality management (SoQM); to annually complete a SoQM performance assessment; and to communicate the results of these assessments to global leadership. These results are then discussed in detail with the leadership of each local firm and if they are not at the level expected, a remediation plan is agreed with the national leadership team taking responsibility for its successful implementation.

As the services that our network provides change and develop, and the needs and expectations of our stakeholders also change, the PwC network is continually reviewing and updating the scale, scope and operations of our PwC firms' systems of quality management and investing in programmes to enhance the quality of the services that the PwC network provides.

