



MESA Tax profile





Middle East & South Asia ("MESA") region at a glance

Locations



KPMG member firms
in **15** countries across MESA

Wide reach with
office locations **33**

Countries with offices include:

Saudi Arabia, United Arab Emirates, Qatar, Bahrain,
Kuwait, Oman, Egypt, Jordan, Lebanon, Yemen, Palestine,
Pakistan, Sri Lanka, Maldives and Bangladesh



People



Over **8,000** people across the MESA
region including **225** Partners

Our tax practice comprises of over **800**
professionals and associates across the
MESA region

Ranked among Universum's Most
Attractive Employers in the Middle East
(Business students category – 2016)

Awards



Top Tier Firm
International Tax Review
World Tax 2019

**Best Corporate Advisory
Firm in the GCC**
International Finance's
Financial Awards, 2018

**Pharma, Medical & Biotech
M&A Financial Advisor**
Middle East M&A Awards,
2018

**Best Procurement
Consultancy Project**
CIPS Middle East Supply
Chain Management Awards,
2018

Performance

Aggregated revenues across the MESA region was up **17.2%**

Aggregated tax revenues across the MESA region was up **44.4%**

MESA is recognized as a **High Growth Market** and is also
one of the fastest growing regions within the KPMG network

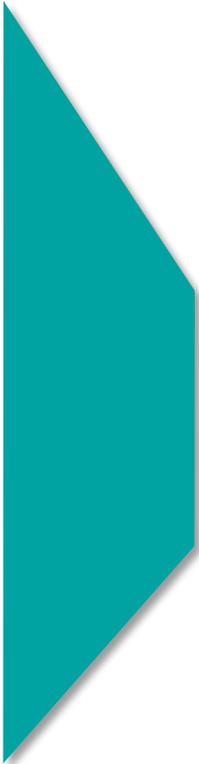


Strategic focus

Our strategic sector focus helps us develop an in-depth understanding of industry issues and consequently provide clients with an informed view and tailored service responses.

Tax services

- International Tax
- Regulatory Services
- Transfer Pricing
- Indirect Tax
- Deal Advisory, M&A Tax
- Global Mobility Services
- Tax Technology Solutions
- Dispute Resolution



Consumer Markets

- Food, Drinks, Agriculture and Consumer Goods
- Retail

Infrastructure, Government and ENR

- Real Estate and Construction
- Government and Public Sector
- Defence and Aerospace
- Transport, Leisure and Sports
- Energy and Natural Resources
- Education
- Healthcare

Industrial Markets

- Automotive
- Industrial Manufacturing
- Life Sciences; Pharmaceuticals

Financial Services

- Banking
- Capital Markets
- Insurance
- Investment Management

Technology, Media and Telecommunications

- Technology (IT/ BPO)
- Telecommunications
- Advertising
- Media and Entertainment
- Sports

Sovereign Wealth Fund

- Focus Sectors – Line of Business
- Focus Sub-sectors

International Tax

Wherever organizations operate in the world, they need to understand how changes in domestic and international tax laws and regulations may affect their company.

Effective tax advice and planning that is tailored to their businesses can help multinational organizations adapt to all of the environments in which they operate, respond quickly to changes, mitigate risks and even gain a competitive edge.

Global business tax costs can be excessive and often place a burden on profits and capital. However, multinational enterprises can often reorganize their operations to enhance tax benefits.



International Tax

Our International Tax services team comprises of tax professionals with in-depth technical knowledge and practical experience.

Recent developments require corporate houses to gear up their existing business models and operate under a more complex and globally aligned tax regime.

Our services include:

- International tax planning for business change, expansion into new jurisdictions and cross border transactions
- International group restructuring
- Coordination of international tax reporting and global compliance management
- Group tax analysis
- Global capital structure planning, including efficient cross-border finance, repatriation and cash access planning
- Automatic Exchange of Information compliance

Key service offering

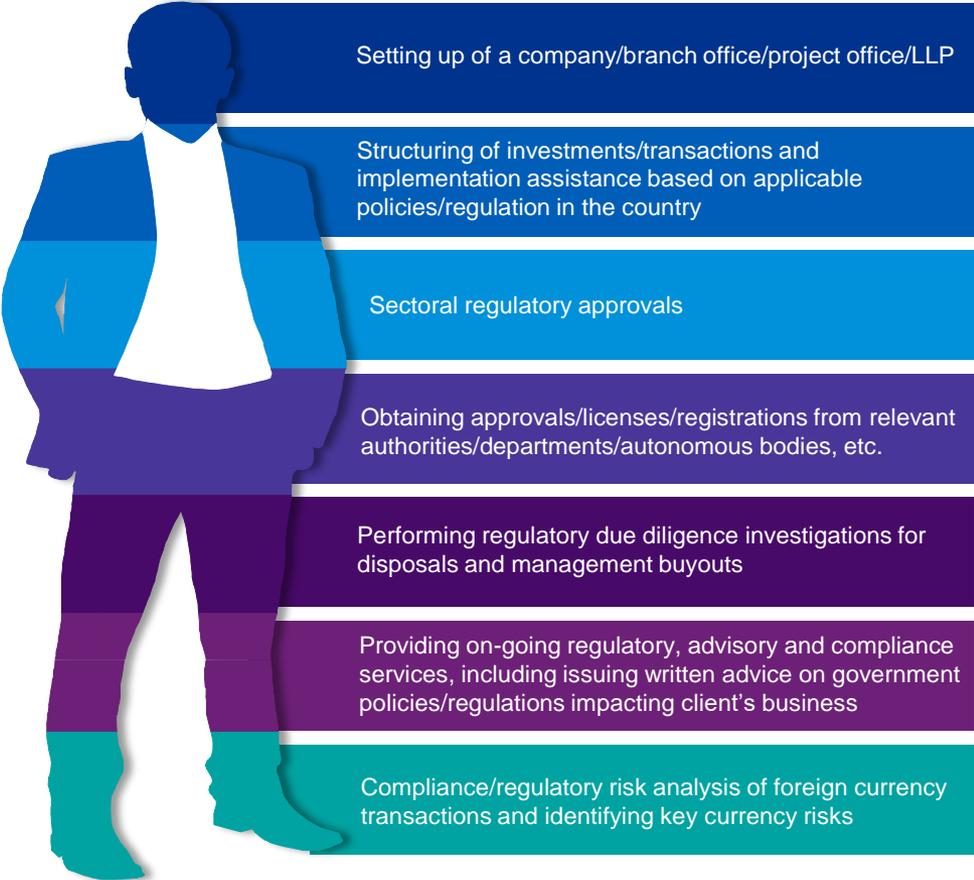


Our service differentiators

- Experienced professionals who act as trusted advisors to clients on corporate tax and regulatory matters
- Focus on industry specialisation due to which the team is well versed with issues and challenges being faced by various industries
- Access to KPMG's global network of member firms and their experienced professionals
- Dedicated in-house tax technical group which supports and guides client-facing teams
- Senior advisors onboard who have decades of rich experience
- Confidentiality and data security of clients is achieved through adequate internal controls and risk policies

Regulatory Services

Illustrative list of services



Setting up of a company/branch office/project office/LLP

Structuring of investments/transactions and implementation assistance based on applicable policies/regulation in the country

Sectoral regulatory approvals

Obtaining approvals/licenses/registrations from relevant authorities/departments/autonomous bodies, etc.

Performing regulatory due diligence investigations for disposals and management buyouts

Providing on-going regulatory, advisory and compliance services, including issuing written advice on government policies/regulations impacting client's business

Compliance/regulatory risk analysis of foreign currency transactions and identifying key currency risks



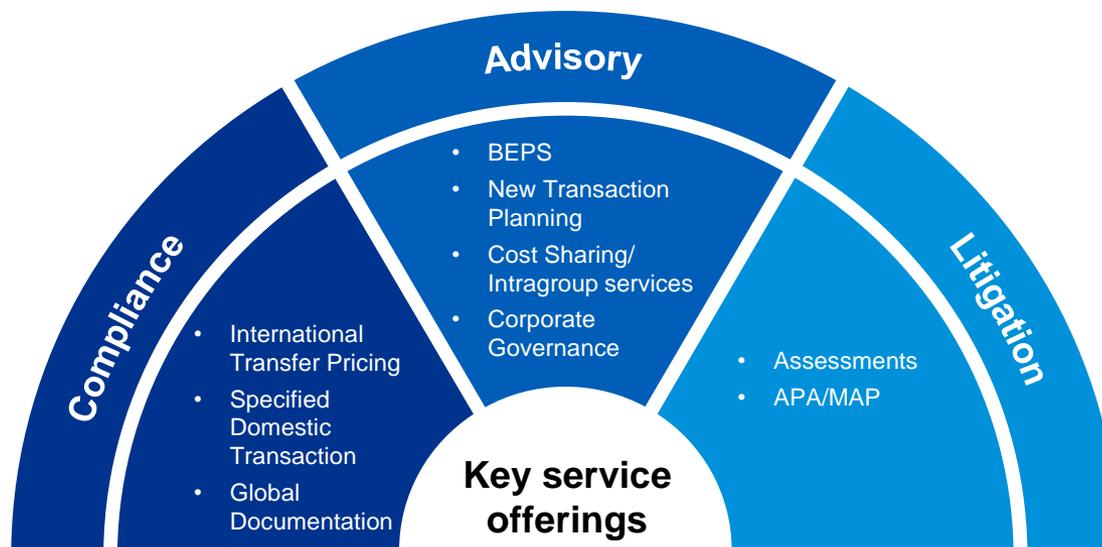
Transfer Pricing

In the wake of the OECD's Base Erosion and Profit Shifting (BEPS) action plan, multinationals must be able to present cogent, globally consistent arguments supporting their transfer pricing decisions, substantiated by thorough, authoritative analyses that reflect local rules governing their transactions.

Add to that the increasing call for greater transparency, and multinationals are left facing more complexity than ever.



Transfer Pricing



Transfer Pricing capabilities

- A multi-disciplinary, highly motivated and experienced team across MESA
- Large and diverse client portfolio servicing many different industries
- Close alignment with KPMG's Global Transfer Pricing Services team
- Regular interaction with Tax Authorities and other regulatory stakeholders
- Timely inputs and opinions from senior counsel

Our team includes:

- Accountants, economists and industry specialists that are deeply experienced in Transfer Pricing matters
- Transfer Pricing professionals that can assist companies respond to tax authorities

Indirect Tax

Managing indirect tax is an increasingly complex, time-consuming and potentially risky task. It is often the primary administrative tax burden for any organization. While smart planning can improve the bottom line, even a small oversight can result in substantial costs and have a direct impact on the bottom line.

Indirect tax is the third largest item in a company's cash flow after sales and cost of sales.

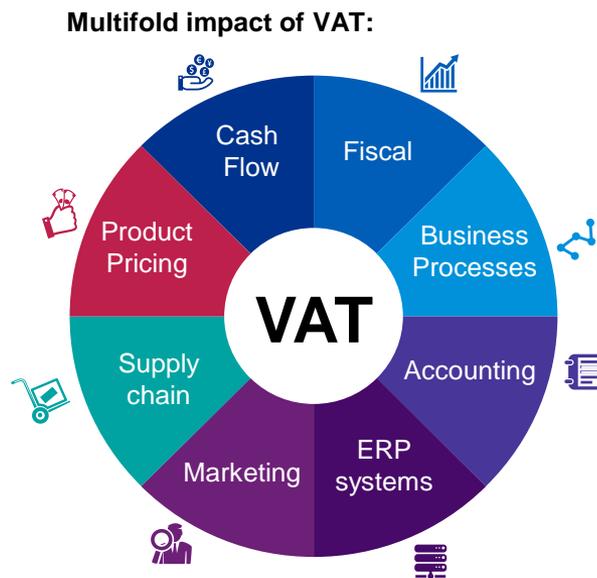
Effective management of indirect tax can help organizations improve cash flow, working capital and profitability. It can help avoid underpayment or overpayment of tax and penalties for non-compliance.



Indirect Tax

Indirect taxes apply at different stages of the business value chain. Consequently, they play an important part in the pricing approach for products.

Our indirect tax professionals bring to bear extensive technical and industry experience to assist clients assess the impact of indirect taxes on their business. By applying innovative methodologies, our specialists are able to identify and optimize the management of indirect taxes and create value for the business.



VAT impacts across your business



Procurement & Production

- Supplier's pricing
- A/P invoice processing time
- Purchases from non-registered VAT businesses
- Education of suppliers



Sales & Marketing

- Samples/marketing
- Pricing strategies
- Returned goods
- Education and communication to consumers
- Billing



Finance

- Deposits/ advanced payment
- Leases and hire purchase
- Loan of stock and equipment
- VAT return preparation
- Disposal of assets



Human Resources

- Fringe benefits
- Gifts to employees
- Employees allowance and claims



Legal

- Existing and new contracts
- Are any payments based on revenue or turnover (franchise or royalty arrangements)
- Document retrieval and retention



IT

- System configuration
- Documentation (Tax Invoices)
- Reports for VAT return
- Data analysis

Deal Advisory, M&A Tax

When entering an acquisition process, be it as the seller or acquirer, businesses have a host of constraints and challenges to address. Acquisitions are carried out to create value. It is essential to have access to experienced support to get to the heart of that value and get the deal done.

Across KPMG member firms, professionals in Deal Advisory, M&A Tax work with their clients to identify the building blocks underpinning the business case that need to be tested in the due diligence process and beyond. We offer a range of M&A Tax services to corporate and private equity investors to support domestic and cross-border transactions. With strong sector knowledge and an experienced global network, KPMG professionals can help organizations navigate the various stages of a transaction and provide post-implementation support.



Deal Advisory, Mergers & Acquisitions Tax

Key service offerings

Our Deal Advisory, M&A tax team handles ideation and implementation of M&A deals with respect to the following:

- Acquisition/divestment structuring
- Corporate restructuring: merger, demerger, business/asset sale
- Capital reduction, buyback, balance sheet right sizing
- Inbound or outbound acquisition, sale of shares/business

We also work closely with family and promoter-driven businesses and help in:

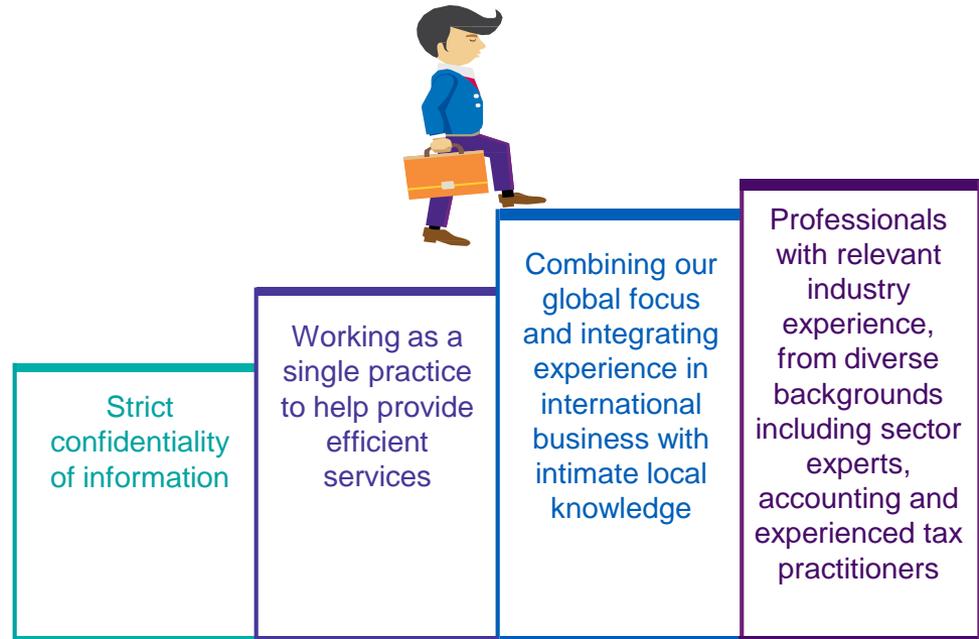
- Succession planning
- Next generation handover
- Governance
- Growth
- Exit strategies
- Wealth preservation

Assistance through the deal cycle:

- Conceptualisation
- Management discussions
- Devising structure options

- Evaluation/due diligence
- Regulatory approval
- Execution
- Integration
- Post deal support

The KPMG advantage



Global Mobility Services

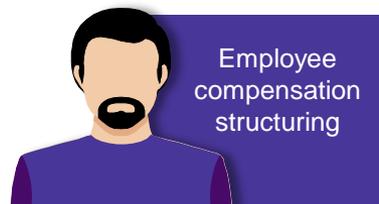
For many organizations, the pressure to compete effectively has led to an increase in the size and complexity of their global workforce, placing greater demands on international human resource teams.

Managing compensation, tax compliance and global mobility is becoming more costly, complex and time-consuming.



Global Mobility Services

Key service offerings:



Executive taxation is an important and critical area which requires adequate planning.

With an effective global assignment management technique and delivery structure, we provide tax, regulatory and compliance services to globally mobile executives. We have a dedicated team of professionals with extensive knowledge of various issues relating to international executive taxation.

Tax Technology Solutions

Tax is an extremely data-rich environment. This places a heavy burden on our clients to ensure accurate reporting, analysis and submission of returns.

The use of technology solutions unlocks the hidden value of your tax data and supports the proactive management of tax risks and opportunities. Organizations can now access solutions that transform tax data into valuable insights and that promote data driven decisions.

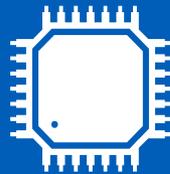
At KPMG we have developed a range of technology solutions designed to support our clients deal with the increasing demands of managing huge volumes of tax data.



Tax Technology Solutions



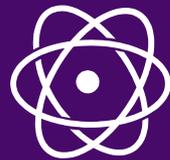
Data management - Unlock the value of data to help give clients new insights on their businesses



Analytics - Bring a unique perspective to analysis, embedding trust into everything we do



Artificial Intelligence (AI) - Enhance, accelerate, automate and augment human decisions with AI

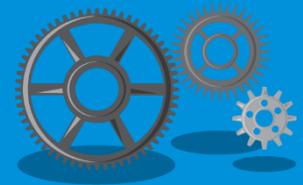


Intelligent Automation (IA) - Explore the capabilities of IA and how it can free humans from mundane tasks

Some KPMG Global Tax Technology Tools



“ Technology and innovation can be the difference between a tax department that is on the defensive, one that is keeping pace, and one that is proactively building a proud tax narrative inside and outside of the organization. ”



Dispute Resolution

Tax authorities worldwide are under increasing pressure to generate revenue, causing a rise in tax audit activity across taxing jurisdictions and types of tax. Particular uncertainty can arise as global businesses seek to access new and developing markets where the local tax environments may be unfamiliar and unpredictable.

The pressure on tax authorities is resulting in more investigation, larger adjustments and increased potential for penalties and interest. Wherever companies do business, they need to approach tax matters proactively and be ready to respond when a local tax investigation begins. In addition, as revenue authorities seek to achieve their local goals, collaboration with other revenue authorities has become more visible and focused, leading to additional challenges in managing disputes across a number of jurisdictions.



The KPMG advantage

Extensive experience assisting organisations resolve tax disputes, whilst maintaining an effective working relationship with revenue authorities

We help clients to take control of the dispute resolution process to get effective results both locally and globally

We can help resolve cross-border tax disputes

We work with clients to help lessen the likelihood of a challenge or audit before a dispute arises

We provide valuations and reviews by relevant accounting experts in fields such as economics, IT and engineering to assist in further understanding the client's position

Assessing the prospects of a successful outcome, addressing uncertain tax positions and strategies with the revenue authorities and assisting with internal reviews



Our Tax Leaders



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