

### Who we are and what we do

PwC houses a multi-competency approach across advisory, assurance and tax. Our practice is sector/industry lead and focuses on client needs from strategy (driven by our “Strategy&” business) through to deals and execution.

Through our access to the North American & European dedicated Sports practices, we have the ability to ensure global insights and trends are brought to bear in all our assignments as appropriate.



#### Advisory

- Customer experience enhancement, churn management
- People and change
- Strategic transformation including digital transformation and cost transformation
- IT integration and consolidation without losing commercial agility
- Strategic deal opportunities (mergers and acquisitions) and managing capital and debt requirement.



#### Assurance

- Financial planning, internal control and budgeting
- Benchmarking, process improvement
- Corporate Governance review
- Revenue and data assurance
- Investor confidence, risk and business controls optimisation
- Integrated cash flow planning and growth (speed and accuracy)
- Crisis support
- Data governance.



#### Tax

- Tax planning and strategy opportunities
- Contract review and tax withholding reduction applications
- Income tax compliance and payer obligations
- GST planning and compliance
- Personal player tax services
- Support staff tax services (where required)
- Tax audit support services
- US tax advice and compliance services.

# Sports

## Supporting organisations to gain a competitive advantage



### *Areas of focus*

Leagues  
Teams  
Facilities  
Major Events



### *Our perspective*

Strategy  
People & Organisations  
Assurance  
Tax  
Transactions



### *Our value*

Industry expertise  
Technical capabilities  
Independent perspective  
Market knowledge



### *Client results*

Enhance results  
Mitigate risk  
Build trust

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