

# Our value creation model

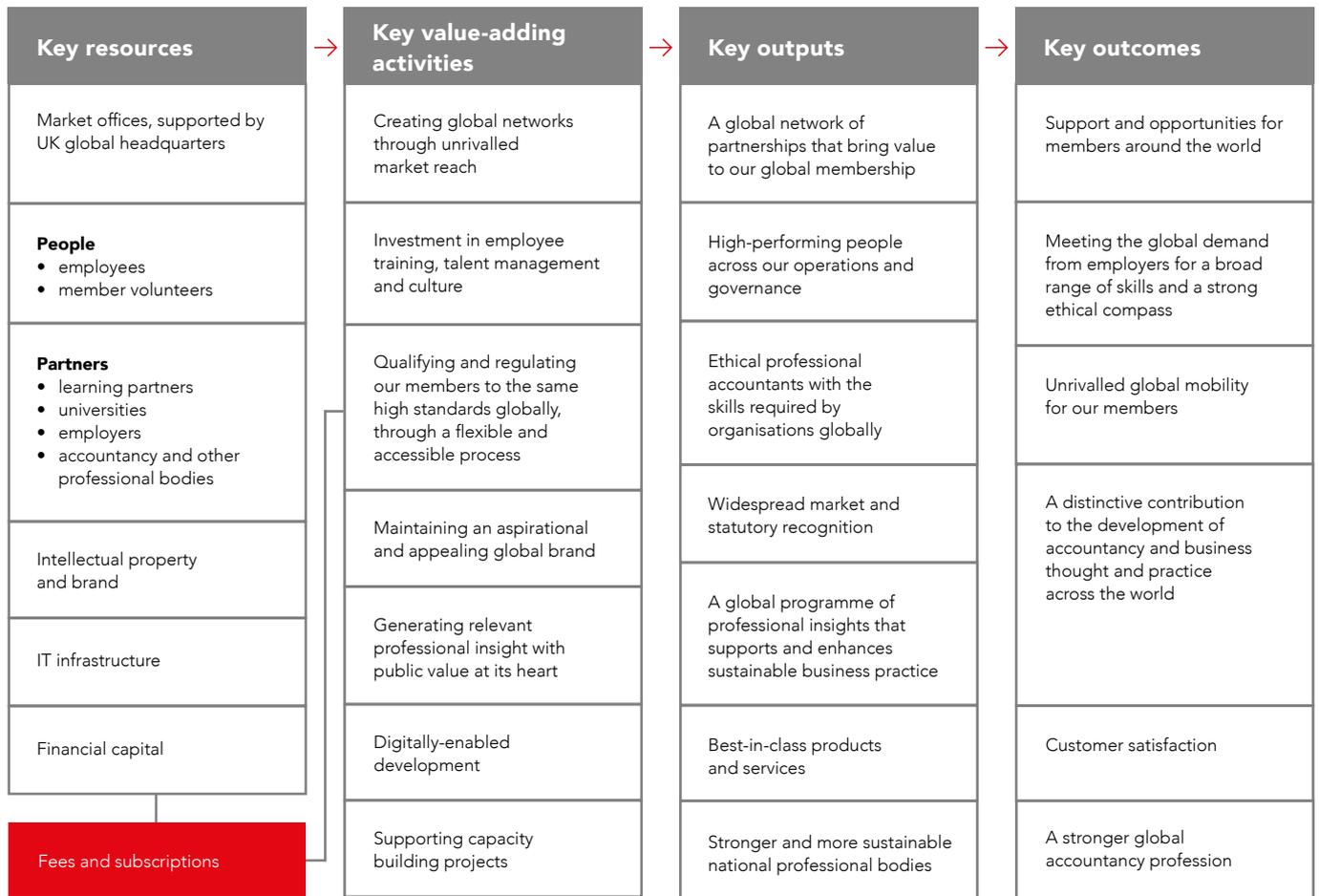
## Societal influences and inputs

National and global regulation and frameworks governing business, education and the profession

Demand for professional accountants and their skills

Talented people looking for a rewarding career

## How we add value



## Societal impact



Professional accountants the world needs



Efficient and effective organisations that are responsibly run



Public value