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Deloitte has long been a purpose-led organization. In 2015, we put that Purpose into words to inspire Deloitte professionals and help us achieve our global strategy of being the undisputed global leader in professional services.

Our Purpose statement is a clear and compelling declaration of why we exist. It says:

Deloitte makes an impact that matters.

Our desire to make a positive, enduring impact every day for our organization and its stakeholders requires that:

- We serve clients with quality and distinction, making a measurable and attributable impact.
- We inspire our people to deliver value—mentoring and developing future leaders and colleagues for life.
- We contribute to society, building confidence and trust, upholding integrity, and supporting the community.
- We lead the profession by challenging ourselves to do what matters most, delivering innovative ideas that reflect our unique capabilities.

These Purpose-driven behaviors are guided by our network's shared values—integrity, outstanding value to markets and clients, commitment to each other, and strength from cultural diversity.

Activities during the past year aimed at <u>bringing our Purpose to life</u>—through extensive communication and engagement campaigns—have engaged and connected our network's 225,000-plus professionals to challenge themselves and each other to do what matters most for Deloitte's clients, its people, and the societies in which they live and work.

Deloitte's Purpose is enduring and informs our business decisions, guides our operational strategies, and steers our activities as corporate citizens. With a defined Purpose to lead us, Deloitte acts with courage and conviction to make an impact that matters every day—across our businesses and around the world—by serving the most sophisticated clients, tackling the world's most complex problems, and promoting integrity and trust in the marketplace.



A strong sense of purpose is closely linked to positive organizational performance, as demonstrated in the Deloitte US "<u>Core beliefs and culture survey</u>" and <u>DTTL 2015 Millennial Survey</u>.

Among businesses where Millennials say there is a strong sense of purpose, there is significantly higher reporting of financial success, employee satisfaction, and effective talent recruitment.



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