



News release

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PwC and LRN Forge Strategic Relationship to Help Organisations Operate with Purpose and Values at their Core

Collaboration Driven by Shared Goal to Help Place Humanity at the Centre of 21st Century Business

NEW YORK and DAVOS, Wednesday 20 January 2016 – PwC and LRN today announced a long-term strategic relationship to better help organisations elevate behaviour, define and scale their values, and become animated by purpose.

LRN helps corporations build values-based cultures and leadership, strengthen their ethics, governance and compliance efforts, and inspire principled performance in their operations. The PwC network of firms provides industry-focused assurance, tax and advisory services for public and private clients via a network of more than 208,000 people in 157 countries.

PwC and LRN share in the belief that organisations who rise to the challenges of the 21st century by putting purpose, values and behaviours at their centre should inspire people, accelerate growth, drive profitability, strengthen resiliency, deepen stakeholder relationships, and ultimately become more successful and sustainable with greater impact on society.

Together, the PwC network of firms and LRN will develop innovative solutions in governance, culture and leadership and in areas such as strategy, talent, forensic investigations, enterprise risk management, and mergers and acquisitions. They will also collaborate in advising and guiding PwC clients' efforts in these areas. Through this close relationship, PwC firms will also enable their clients to strengthen their ethics and compliance initiatives through LRN's expertise, diagnostic tools and award-winning education.



As part of PwC's own deep commitment and long-standing efforts to lead with purpose, LRN will serve as an advisor in furthering progress on the PwC network's culture and leadership journey.

"At PwC, our purpose is to build trust in society and solve important problems," said Dennis Nally, Chairman of PricewaterhouseCoopers International. "We are working to embed this purpose across our network and the work our firms and people do each day for clients from whom we see increasing demand to better develop and measure diverse and digital cultures. Our history was centred around the concept of building trust in capital markets and creating value. The PwC network looks forward to working with LRN to help clients drive sustainable performance through culture and values. LRN is a trusted leader in inspiring principled performance, and we believe that there is no one better able to help us and others across the world."

"The world is not just rapidly changing; it is being dramatically reshaped - it operates differently. It's all happening faster than we've yet been able to reshape ourselves, our organisations and our leadership. The implications are profound," said Dov Seidman, founder and CEO of LRN. "We are excited and honoured to collaborate with the PwC network to more effectively serve the many organisations that realise that building and managing their human operating system requires new models, practices and systems."

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About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. ©2016 PricewaterhouseCoopers. All rights reserved.

About LRN: Inspiring Principled Performance

Since 1994, LRN has helped over 20 million people at more than 700 companies worldwide simultaneously navigate complex legal and regulatory environments, meet their compliance obligations, and foster ethical cultures. LRN's combination of practical tools, education and strategic advice helps companies translate their values into concrete corporate practices and leadership behaviors that create sustainable competitive advantage. In partnership with LRN, companies need not choose between living principles and maximizing profits, or between enhancing reputation and growing revenue: all are a product of principled performance. As a global company, LRN works with organizations in more than 100 countries. For more information, visit www.LRN.com, find us on Twitter @LRN, or call: 646 862 2040.