

# Welcome!

- 1. Take a seat and make yourselves comfortable**
- 2. Say hello and introduce yourself to the people around you**
- 3. To get thoughts flowing, have a chat about what “IP” means to you**



# Navigating tax in the consumer & retail sector

2024 KPMG EMA Tax Summit

London, UK





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2. Select “Claim session attendance” and enter the session code at the top of this slide.

# Agenda

- 01** Introductions
- 02** Intellectual Property Discussion
- 03** Wrap Up



01

# Introduction



# Today's presenters



**Matthew Whipp**  
Partner, Head of Tax for Consumer  
Goods and Retail, EMA  
KPMG UK



**Sarah Churton**  
Partner, International Tax  
and Sector Specialist  
KPMG UK



**Kathrin Feil**  
Partner, Head of Indirect  
Tax, EMA  
KPMG Germany



**Stephan Freismuth**  
Director, Trade & Customs  
and Sector Specialist  
KPMG Germany

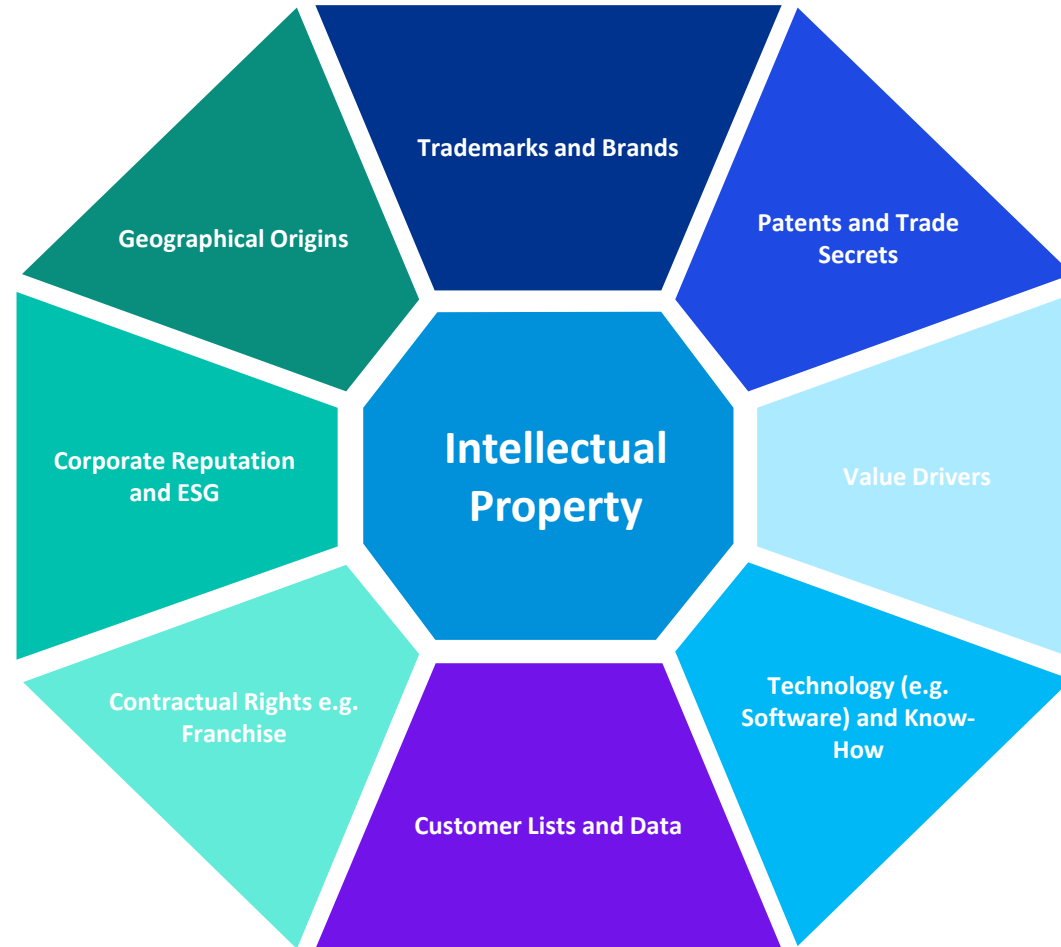


02

# Intellectual Property (“IP”)



# Intellectual Property in the Current Economy



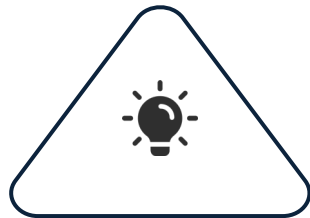


# Discussion Question 1

- **What would you consider to be the most valuable types of IP within your business today?**

# Discussion Question 2

- Thinking broadly, what are the tax opportunities and challenges which are arising from the management of your IP?



**Incentivising  
innovation**



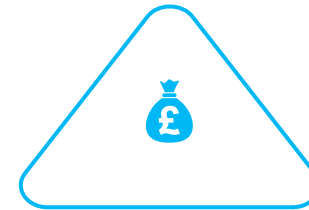
**Governance**



**Legal and  
contracting  
framework**



**R&D funding  
and cost  
management**



**Driving value  
from innovation**



**Tax authority  
challenge**



# Discussion Question 3

- **In addressing these challenges and opportunities, what actions can you take going forward?**

# EMA CG&R Dinner (6<sup>th</sup> June)

<b>Venue</b>	The Gun
<b>Date</b>	6 June 2024
<b>Time</b>	6:00pm – 11:00pm
<b>Meet Up Point</b>	Meridian (coffee bar) on the ground floor area of The InterContinental Hotel at 5:45pm.
<b>Address</b>	27 Coldharbour Docklands, London E14 9NS



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