



News Feature

Praxity: Global Reach Powered by Local Knowledge

Outgoing BKD, LLP Managing Partner William E. Finland Jr. Assumes Role of Praxity Chair

Praxity, AISBL, a new international alliance of independent accounting firms, was launched April 10, 2007, and covers more than 65 countries to date.

William E. Finland Jr., BKD's outgoing managing partner and Praxity chair, explains its mission: "In a business environment that is increasingly global, the members of Praxity provide a dynamic and innovative option to better serve businesses on an international level. We want to open up the world market and bring its infinite possibilities to everyone's advantage."



With global reach via an alliance of dynamic international, national and regional firms, Praxity opens a new horizon for accounting services worldwide. **BKD, LLP** is the largest member firm in North America and second largest in the world.

Drawing on Experience

After a decade spearheading BKD's management and growth, Finland steps down from managing partner as of June 1 and will remain as a BKD partner in the newly created role of "chair" at the firm's headquarters in Springfield, Mo. Through his experience, influence and guidance, BKD has positioned itself as a leading regional accounting firm, highly regarded in the industry.

In his new role as chair starting mid-2007, he will devote much of his time to addressing issues within the accounting profession, furthering the growth and devel-

opment of BKD and strengthening international affiliations. That dovetails neatly with serving as Praxity chair to help guide the alliance toward its goals.



Top-rate Global Services

Praxity's ambition is to offer top-rate services to existing global businesses that need top-class auditing and accounting expertise. It also aims to provide services to fast-growing businesses in need of international support in addition to local services in their home market. These services will be delivered by firms committed to the high standards required in international business.

The key operational principle behind Praxity is to provide global reach fused with in-market expertise through entrepreneurially led and quality-driven Praxity firms. Praxity makes international accounting services available to a broad palette of companies, from existing global companies to regional and local companies. In tomorrow's worldwide marketplace, with international borders commercially transparent, this is an invaluable tool for businesses to grow their organizations and expand their vision.

The Power of Praxity

Praxity was created as a joint initiative of former Moores Rowland International key members (which included BKD) and Mazars to better meet market expectations at a criti-

cal time and to enhance their offer of services and overall momentum.

Praxity's power lies in the ability of its members to offer the expertise and knowledge to help their clients achieve their aims. Drawing upon international resources, members can augment their depth of knowledge to provide invaluable input to their clients. Participating firms of Praxity provide the gateway to the global marketplace.

Springboard for Growth

The alliance formally began operations with combined 2006 turnover of approximately \$2.4 billion (EURO 2.0 billion). Organized as a not-for-profit organization under Belgian law (AISBL), Praxity has its administrative center in London.

Firms participating in Praxity were selected on the basis of a rigorous self-assessment and classification process designed to demonstrate technical capability, commitment to quality, financial strength and leadership positioning within their respective geographies throughout the world. Through its selective membership, the Praxity alliance believes it will offer a



unique business opportunity to a worldwide customer base. With representation in all key economic and financial areas, Praxity (www.praxity.com) will provide a springboard for further growth via superior service. ❖❖❖

BKD International Services

BKD, LLP (www.bkd.com) has more than 1,600 personnel, including approximately 220 partners, based in 27 offices within 11 states in the central United States. Among the services BKD provides for companies with international activity are accounting outsourcing, audits, consulting, industry-specific solutions, information technology, mergers and acquisitions, risk management and valuations. BKD's participation in Praxity provides a gateway to the global marketplace for business clients.

To learn more about how we can serve you, please contact:

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About BKD

BKD, LLP is one of the 10 largest CPA and advisory firms in the country and the firm of choice for growing companies and high net-worth individuals. We help companies and individuals go beyond their numbers by applying our technical expertise, unmatched client service and disciplined delivery of solutions to their management and financial needs. BKD's membership in Praxity, a global alliance of independent firms, enhances our ability to serve companies with international activity.

BKD Corporate Finance, LLC provides merger and acquisition, company sales and divestitures, management buyout, recapitalization or equity financing and exit strategy services. Member NASD and SIPC.

BKD Insurance, LLC is a NASD-registered broker-dealer that facilitates the delivery of BKD's WealthPlan insurance solutions through a professional relationship with an independent insurance company.

BKD Wealth Advisors, LLC is an investment advisory firm registered with the Securities and Exchange Commission, providing the WealthPlan solutions of investment management, personal wealth planning and estate planning.

BKD Foundation is our 501(c)(3) not-for-profit foundation that enriches BKD's local communities with financial support and our commitment of time.



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