

TAXPARENT

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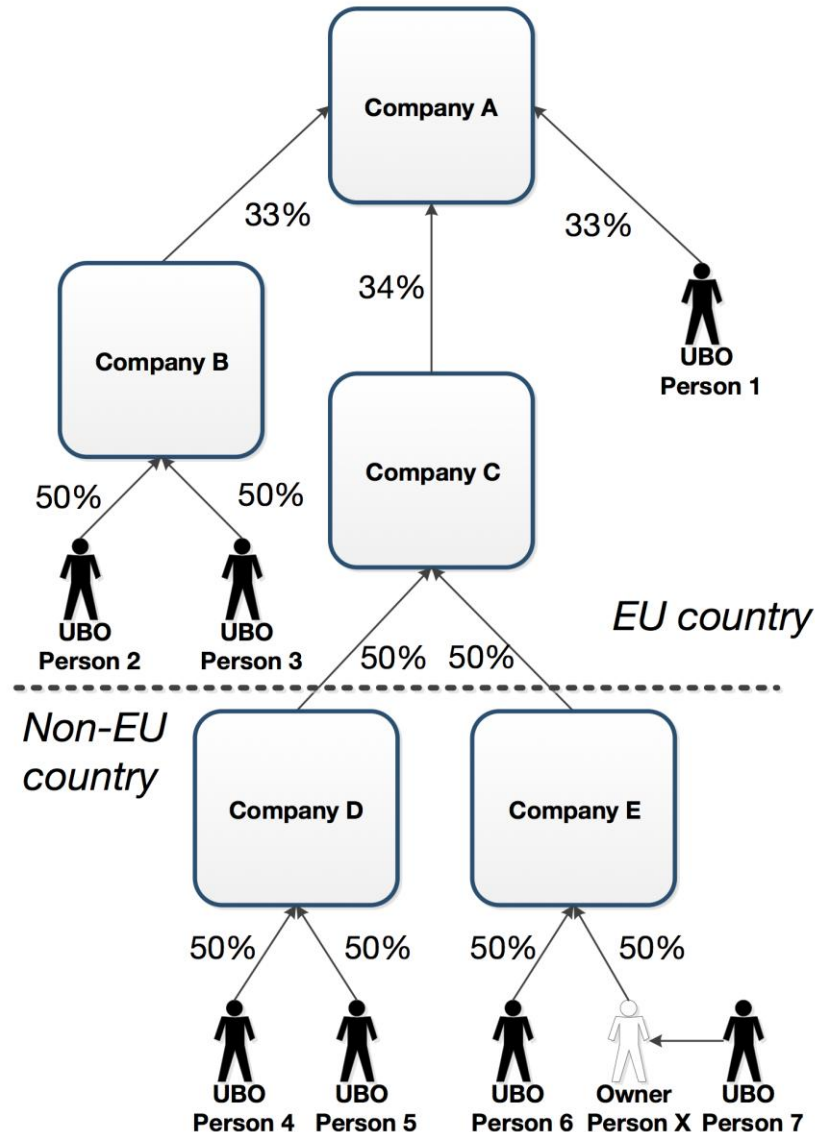
Get new customers thanks to the taxparent mark

Make profit on taxparency

Show that you are transparent

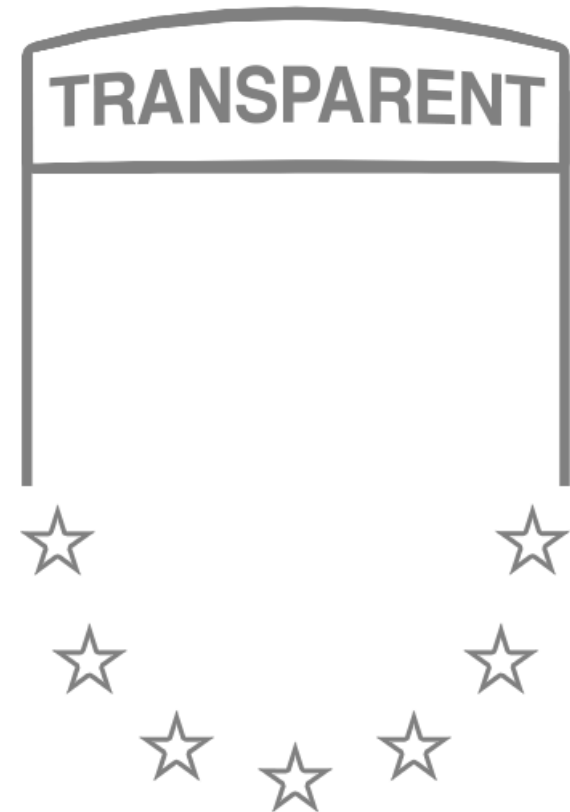
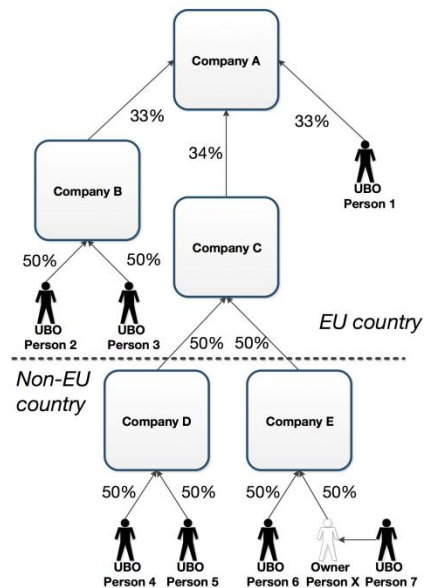
Disclose your corporate structure

Disclose your corporate structure



Company is transparent →

... because it disclosed its corporate structure



The company doesn't avoid taxes

It shows its effective corporate tax rate (globally)

Global Effective Corporate Tax Rate (GECTR)

of the group of companies

	EU company A	EU company B	EU company C	Non EU company C	Non EU company D
Tax on profits (in global)					
<hr/>					
Profits (in global)					
<hr/>					
	200K	100K	400K	100K	200K
	1000K	500K	2000K	1000K	2000K
	<hr/>				
	1000K				
	6500K				
	x 100% = 15 %				
	GECTR				

$$\begin{aligned}
 \frac{\text{Tax on profits (in global)}}{\text{Profits (in global)}} &= \frac{200\text{K} + 100\text{K} + 400\text{K} + 100\text{K} + 200\text{K}}{1000\text{K} + 500\text{K} + 2000\text{K} + 1000\text{K} + 2000\text{K}} = \\
 &= \frac{1000\text{K}}{6500\text{K}} \times 100\% = \mathbf{15\%} \\
 &\qquad\qquad\qquad \mathbf{GECTR}
 \end{aligned}$$

Effective corporate tax rate worldwide →

... shows that the company doesn't avoid taxes



Amount of corporate tax paid in the EU

Determines the number of stars

Tax on profits (corporate tax) in the EU:
200K + 100K + 400K = **700K » three stars**

EU	EU	EU
Company	Company	Company
A	B	C

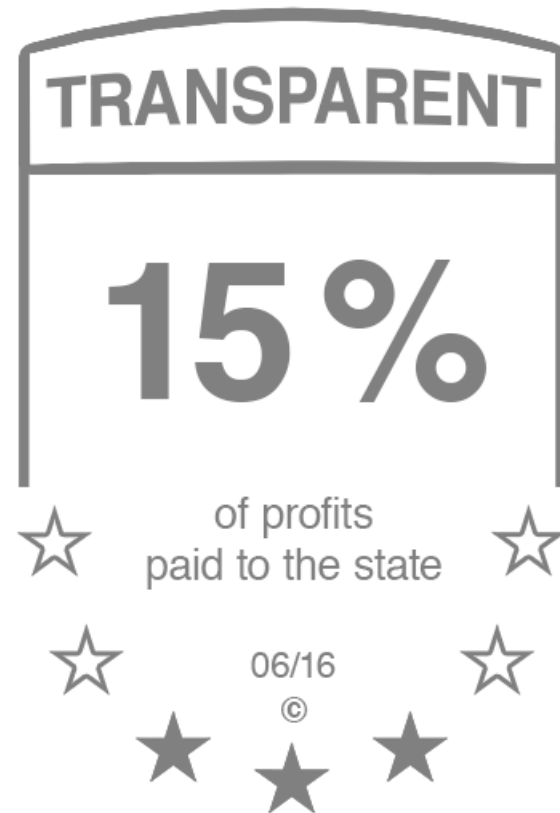
700 K paid in the EU →
★ ★ ★



Upload published justifying documents

To determine the mark validity

Mark valid until 06/16 →



Place the mark
on the **company's website**

Company's website

<http://www.companyweb.ky>

The Awesome Company official website

Placeholder text for the main content area.



Our products are the best

Placeholder text for the products section.

Our services too

Placeholder text for the services section.

Placeholder text for the footer area.

Click on the interactive taxparent mark
to display company info

Taxparent website

lists all the information

<http://www.taxparency.eu> / The Awesome Company

taxparent info: The Awesome Company

Company summary

Web: companyweb.ky

GECTR: 15%

Rating: ★★★

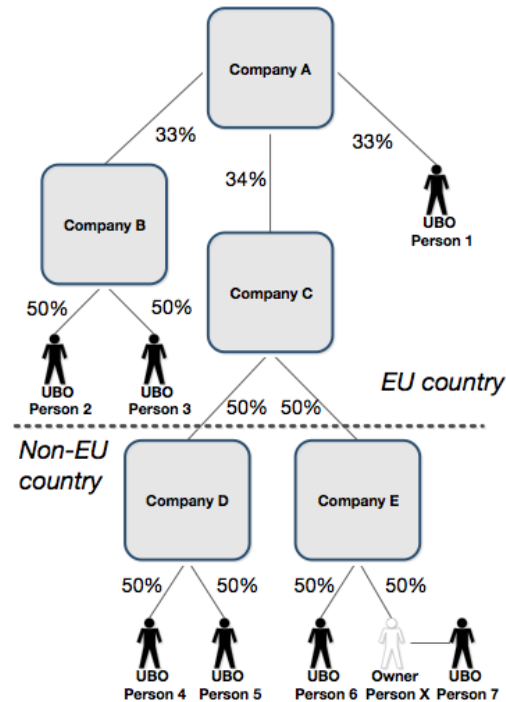


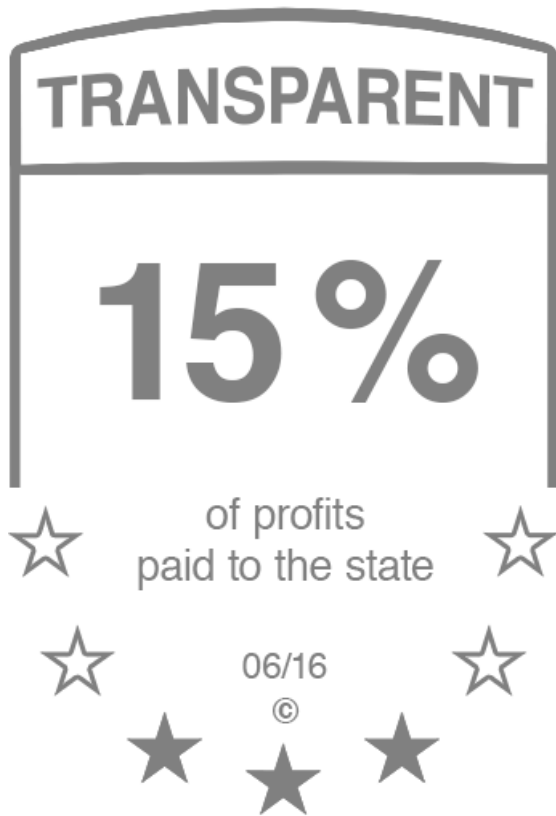
Shareholder list

[View list](#)

Tax details

[View details](#)





taxparent mark

To be granted by
Transparency International Czech Republic
(as of autumn 2015)

More information on:
www.taxparency.eu