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# Press Release

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## **PwC Cyprus Leads the Way with Targeted Support Measures for Its People**

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Strengthening its commitment to a human-centric and inclusive workplace, PwC Cyprus has introduced a pioneering series of paid leave policies designed to support its people during significant life events related to reproductive health — namely fertility treatments, premature birth, miscarriage, and stillbirth. The new measures have been in effect since 12 March 2025.

### **Fertility Treatment Assistance**

PwC Cyprus is taking significant steps in supporting colleagues undergoing fertility treatments. Women engaging in In Vitro Fertilisation (IVF), Intrauterine Insemination (IUI), or Egg Freezing are entitled to a substantial amount of paid leave. At the same time, their partners also will enjoy dedicated time off to provide care and support.

### **Extra Support for Premature Births**

Recognising the unique challenges that accompany premature births, PwC Cyprus offers women full maternity leave along with additional weeks of paid leave, depending on the week of birth. Their partners are also entitled to full paternity leave plus up to three extra weeks, ensuring both parents can be present during this critical time.

### **Support for Miscarriage and Stillbirth**

As part of its updated policies, PwC Cyprus has introduced a Miscarriage Leave policy, offering women paid leave based on the stage of pregnancy at the time of loss. The policy also extends to partners, acknowledging the importance of shared support and healing. In cases of stillbirth from the 24th week, the company offers a fully paid voluntary period of maternity leave, along with supportive leave for partners.

### **Commitment to Inclusion and Wellbeing**

These new policies are vital to PwC's "Inclusion First" strategy, aimed at creating a workplace where all employees — regardless of background — can thrive. Through this compassionate and inclusive approach, PwC Cyprus seeks to strengthen its culture of belonging, offering support during some of life's most vulnerable moments.



Anna Loizou, Partner and Chief People Officer at PwC Cyprus, emphasised the importance of cultivating a workplace that respects and acknowledges personal journeys:

"At PwC, our goal is to shape a workplace that supports and empowers our people. For many, creating or expanding a family is one of life's most significant and fulfilling experiences — but it often comes with challenges. With the implementation of these new policies, PwC Cyprus not only enhances the wellbeing of its people, but also sets a standard of best practices aligned with the realities of modern family life."

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**Notes:**

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