



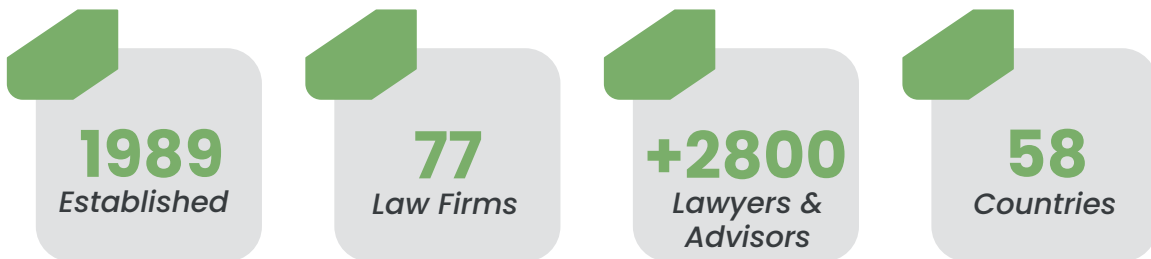
PROSPECTIVE MEMBER BROCHURE

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JOINING ALLY LAW

In a rapidly changing, interconnected world, our members offer stability, competitive rates, global reach and on-the-ground local knowledge. We work together to help clients grow, connect, and move beyond jurisdictions, economies, languages and industries.



Many of our members are first-generation firms founded by lawyers with experience in larger regional or global firms and a desire to provide higher levels of client service, deliver greater value, and foster the innovation that comes with independence. Ally Law enables member firms to offer global resources to forward-thinking clients at rates commensurate with local customs and practices.

Relationships across the network are typically guided by the top leaders within their respective firms. As such, Ally Law reflects and expands upon the creative, collaborative, and entrepreneurial cultures found across the organization.

Ally Law members are carefully selected based on practice expertise, reputation, and commitment to client service. Each are market leaders — and many are full-service firms — within their own jurisdiction. All punch above their weight, competing regularly with the largest and best-known firms in key practice areas.

Today, the organization is focused on three main goals:

- ✓ Assisting members in better serving their clients' legal and business needs in a global economy.
- ✓ Creating a non-competitive forum for the open exchange of information and expertise.
- ✓ Helping members expand their practices through joint business development initiatives, special interest group events and assistance with marketing communications and strategy.

GLOBAL ACCOLADES

The stature of our member firms is the cornerstone of our cost-effective, coordinated legal service model. Ally Law is a Leading Law Firm Network as ranked by Chambers Global. The organization is also highly ranked in various regional Chambers guides. Chambers Global has this to say in its review:

“

Ally Law, established in 1989, is recognised globally for its top-tier legal offering. Members offer expertise in tax, M&A, labour and employment, intellectual property, IT, and trusts and estates. High standards are ensured through the annual evaluation of members. The network maintains quality across the board by seeking client feedback to guarantee technical and practice standards are met.

ELITE RANKINGS

A majority of members have achieved elite rankings by the following organizations:

Chambers
AND PARTNERS

 **LATIN LAWYER**

 **BENCHMARK
LITIGATION**

IFLR1000

Legal500

***It is a dynamic network
that is flexible and brings
fresh ideas.***

Chambers and Partners



CLIENT SERVICE

We have consistent, high standards of service delivery, including the following:

OUR GROUP OF LAW FIRMS IS HIGHLY RESPONSIVE AND PROACTIVE.

- ✓ Responds within 24 hours
- ✓ Accessible after hours
- ✓ Back-up arrangements
- ✓ Lawyers are fluent in English
- ✓ Accessible, up-to-date website
- ✓ Understand each client's particular goals
- ✓ Proactive opportunities

OUR GROUP OF LAW FIRMS WORK HARD TO PLAN, MANAGE AND DELIVER VALUE.

- ✓ Upfront planning sessions
- ✓ Written confirmation regarding scope, fees and billing
- ✓ Progress reports
- ✓ Alternative fee arrangements and other risk-sharing arrangements

OUR GROUP OF LAW FIRMS IS STRUCTURED TO SUPPORT A CONSISTENTLY HIGH GLOBAL STANDARD OF SERVICE DELIVERY.

- ✓ Technology system investment
- ✓ Safeguard sensitive client information
- ✓ Ethical standards compliance
- ✓ Professional liability insurance
- ✓ Written evaluations post engagement

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MEMBERSHIP ADVANTAGES

Ally Law members have high expectations for each other and for the overall organization. The good news is these expectations are consistently met or exceeded, such that our firms find the benefits of membership are far greater than their investment.

Ally Law provides carefully-vetted business law firms in major economic centers worldwide, such that member firms can refer with confidence when their clients need assistance outside their home jurisdiction.

Ally Law relationships are enduring and go beyond an individual client file. This long-term perspective translates into clear advantages for you and your client, as their smallest legal issues are handled with care and attention by firms who might never handle another matter for them.

Ally Law provides clients of member firms with quick access to the local knowledge of law firms in foreign jurisdictions. For our members, they gain this important advantage without the expense of opening and maintaining foreign offices.

Ally Law enhances the visibility of our members with clients, prospective clients and other law firms through LinkedIn, blogs, educational webinars and client newsletters. In addition, Ally Law hosts four major meetings per year: our Annual Meeting and three Regional Meetings, for the Americas, EMEA and Asia Pacific. In addition to these events, several meetings also take place during the year within our specialty groups.

Ally Law headquarters office works hand-in-hand with our members to ensure they make the most out of their firm's membership, from addressing individual concerns and supporting firm efforts to assisting members in collaborating with each other.

Ally Law provides an informal forum for sharing best practices and management concerns among noncompetitive peer firms.



MEMBERSHIP ADVANTAGES

Ally Law has nearly a dozen special interest groups that meet regularly to develop and strengthen relationships between members while discussing the latest industry and/ or regulatory landscapes and business trends. Participation in these meetings allows members to explore different perspectives within a global context and pass insights on to clients.

Here's a snapshot of some of our groups and recent topics that have guided their conversations:

International Tax

Implications and pitfalls of cross-border real estate investments

Energy

Addressing rising energy prices and risks of energy shortages

FinTech

Examining regulatory frameworks by jurisdiction

Environment & Climate Change

The latest in carbon markets in South America

Women in the Law

Strategies for attracting and retaining women lawyers

Young Leaders

Aligning expectations of young lawyers with firm policies

International Arbitration

Regional developments in the law

Marketing Directors

Legal ranking credentialing best practices



GROUP MARKETING

Our view is that while geographical referrals are important, the largest economic opportunity lies in working together to pursue new business most members could not pursue on their own.



Our experience is that major corporations are more interested than ever in alternatives to large regional firms, national firms and global firms. As a group, we provide depth and breadth and also value, with each member setting rates according to the local standard rather than a distant headquarters city. Ally Law presents a compelling and attractive option and we've found larger companies very receptive to this approach.

Here are some examples of projects we're tracking:

Ally Law members were selected as worldwide employee benefits counsel for a Fortune 100 company headquartered in New York. This opportunity originated from one of our US firms who did only local work for the company. When the company found out that their local counsel was part of an international network, they asked for a proposal from Ally Law to handle their benefits-related work in more than 30 countries. The company selected Ally Law over a global firm because the coverage available to them through Ally Law was so much broader.

Ally Law members were selected to act as labor and employment counsel for a Fortune 500 logistics company. Our competitors were the large labor and employment litigation specialist firms based in North America. As a group, we were able to demonstrate a level of coverage comparable to these large firms and this corporation is now working with many Ally Law member firms.

Ally Law was selected by a multi-million dollar coffee/juice shop chain to assist in multiple jurisdictions.

Through an ongoing relationship, former Denmark member who went in-house connected our Swedish member firm with the company, where they advised on their expansion into Sweden, including opening dozens of high-concept stores. In turn, Swedish member referred the company to New York member firm which assists the client in company formation, real estate and employment law. With company operations in 15 countries throughout the world, we continue to make introductions to the company and other Ally Law jurisdictions.

MEMBERSHIP CRITERIA

Firms who are interested in membership are invited to complete an application. Once the application has been reviewed, Ally Law will schedule an onsite meeting with the equivalent of the firm's management committee for further conversation. If both the firm and Ally Law are interested in taking the membership process forward, we invite the prospective firm to attend a membership meeting. Finally, our Executive Committee reviews the firm's candidacy and reach a decision on membership.

Our basic membership requirements when evaluating new firms:

Membership in Ally Law is exclusive. In most instances, members may not be in other international legal networks deemed competitive to Ally Law.

Ally Law member contacts must be fully proficient in written and spoken English.

Firms should have a broadly-based corporate business and litigation practice with demonstrated expertise in international business matters.

Members must hold an appropriate level of professional liability insurance if customary for their jurisdiction.

Firms should be substantial in their respective jurisdiction, responsible for their own staff and work products and with significant partner involvement and oversight in client matters.

Firms must demonstrate an ongoing commitment to the operation and development of Ally Law, including participation in annual and regional meetings, timely payment of dues and prompt response to requests and referrals from other firms.



MEMBERSHIP DUES

Ally's annual dues are made up of three components:

A basic office fee of \$3,850. Every firm pays this amount, which has not been changed since 2014.

A per lawyer fee of \$42. This is capped at 100 lawyers and waived entirely for firms receiving minimal referrals.

A fee related to the economic benefit of being a member. We determine this by calculating a three-year running average of each firm's reported income from Ally Law referrals. This average slots members into a tier that may have an additional fee based on income. Currently, tier fees range between .05% and .20% of the average annual referral income.



There is no initiation fee to join, and firms are not charged dues until their second full year as a member. This supports the investment in the non-billable time necessary at the beginning of the Ally Law membership to develop relationships with other members. We offer complimentary registration for two lawyers per firm to attend the annual global conference. Regional meetings have modest registration fees, generally less than \$750. For all in-person meetings, members pay their own airfare and hotel.

Next Steps

Are you interested in finding out more about Ally Law membership? Please reach out to us to set up a 1:1 conversation with a member of our Board or the Executive Director by emailing team@ally-law.com.