

LexMundi

Driving value from Lex Mundi March 2023

Presented by:
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Head of Latin America
Lex Mundi



[lexmundi.com](https://www.lexmundi.com)

Agenda

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Introduction

Overall benefits

As a member of Lex Mundi, you are connected to the knowledge, relationships and resources of 150+ rigorously vetted, top-tier law firms in 125+ countries worldwide. Lex Mundi member firms are among the most experienced and knowledgeable in the world and are recognised as leaders in their local markets.

Supported by client-focused methodologies, innovative technology, joint learning and training, our member firms work together fluidly and efficiently to help clients manage complex cross-border legal risks, issues and opportunities.



150+
Member
firms



22,000+
Lawyers



125+
Countries



700+
Offices

Collaboration among member firms



Collaboration

Free advice

Any lawyer at a Lex Mundi member firm may contact lawyers at other member firms for free advice. This includes general discussions of the current status of law or other issues and should generally take less than 30 minutes. Requests for free advice may be made to the firm's contact person on their [member firm profile](#) or to one of the firm's practice area contacts found on [Lex Directory](#).

Free office and facilities Access

The Free Office Policy gives your firm access to 700+ offices worldwide. If any of your firm's lawyers are travelling to another jurisdiction and need the temporary use of an office, a meeting room or office equipment, they just need to reach out to the firm's contact person, found on their [member firm profile](#) or through [Lex Directory](#).

Multijurisdictional collaboration

When your clients need legal services in multiple jurisdictions, your firm can turn to our network to assemble superior multijurisdictional expertise and coordinate seamless solutions for a broad range of cross-border matters, transactions or disputes through our innovative service-delivery model, Lex Mundi Equisphere.

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[Free advice](#) [Learn more](#)



[Free Office Policy](#) [Learn more](#)



[Equisphere](#) [Learn more](#)



Lex Mundi Pro Bono Foundation

Since it was founded in 2006, the Lex Mundi Pro Bono Foundation has provided a unique matchmaking service that connects the world's leading social entrepreneurs with top-tier pro bono legal assistance.

Working together, social entrepreneurs and Lex Mundi member firm lawyers around the world have had an incredible impact on many of society's biggest challenges:

- Clean water
- Poverty
- Education
- Climate change
- Disabilities
- Housing
- Workforce development
- Health care
- Economic opportunity.



2,000+
Projects
Completed



900+
Social
Entrepreneurs



100+
Countries

Opportunities for your lawyers



Opportunities

Practice and industry groups

Lawyers can join Lex Mundi practice or industry groups that align with their priority areas. As full-service law firms Lex Mundi member firms have comprehensive expertise in practically all major practice and industry areas. Involvement in these groups assures members stay up-to-date with current and emerging trends and provides an opportunity to work and network with other legal professionals of similar expertise and industry.

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Committees

By participating in one of Lex Mundi's committees, you can help shape the industry while expanding the strengths of your firm and your practice. These committees include managing partners, COO and executive directors, marketing and business development, professional development, knowledge management, women and the law, pro bono and conference program.

Diversity and inclusion

At Lex Mundi, we are committed to providing an inclusive and compassionate work environment that embraces people of all backgrounds and walks of life, without any conditions or qualifications. The first phase of Lex Mundi's Diversity and Inclusion initiative, LM WINS, is aimed at helping member firms in their efforts to retain and advance women lawyers. Lawyers can participate in the collaborative initiative by joining quarterly knowledge sharing calls, providing insight for guidelines and participating in training programs.

Member groups [Learn more](#)



Committees [Learn more](#)



LM WINS [Learn more](#)



Conferences and Events

Every year, Lex Mundi hosts a number of exclusive learning events for our members including regional conferences, a Leadership Summit and Annual Conference, and a Managing Partners Conference. These conferences often feature recognised authorities and world-class speakers and allow member firms to share knowledge, best practices and business experiences with each other.

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Training programs

Send your most promising lawyers to our world-class training programs, to improve their business skills and expand their global network. Courses range from negotiation skills and management of cross-border matters to business strategy and finance.

- Business Management Program at University of Cambridge Judge Business School Program
- Cross-Border Transactions Program
- Cross-Border Dispute Resolution Program
- Foundation Management Program
- Advanced Leadership Management Program
- Cross-Border Transactions Associate Training
- Cross-Border Dispute Resolution Associate Training.

[Upcoming events](#) [View](#)



[Training](#) [Learn more](#)



Associate Development

Lex Mundi STARS (Skills Training for Associate Retention and Success) is a specialised training program to help young associates develop into the leaders of tomorrow. Working with associates through the formative early years of their careers, STARS is a comprehensive offering designed to equip associates with the skills and knowledge they need to be successful on their path to partnership.

The **STARS** program:

- Helps Lex Mundi member firms supplement professional development programs
- Associates to meet and interact with the larger Lex Mundi network, including those outside of their home jurisdiction
- Helps member firms retain talent and manage their talent pipeline
- Enables associates to improve and master interpersonal and substantive skills

Mentoring

Lex Mundi facilitates mentoring by connecting partners and business leaders to upcoming associates from across our global network. In addition to improving retention, culture and connectedness, mentoring maximizes talent, creates meaningful professional relationships and provides a sense of purpose and fulfillment. Anyone, regardless of their role or seniority, can join.

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[Associate development](#) Learn more



[Mentoring](#) Learn more



[Sign-up](#) Here



Technology and Innovation

Lex Mundi's Technology and Innovation team offer members an array of resources to help the firm evaluate and adopt innovative technologies, processes and techniques.

By using these resources, members can accelerate their firm's efforts to deliver legal services more efficiently and effectively – and to develop new products and services.

Member services include:

- Consulting calls
- Knowledge Base
- Technology demonstrations
- Software trial and discount offers

Cybersecurity

Better protect your firm from cyber attack and data breaches by utilizing Lex Mundi's cybersecurity resources. Members can explore our knowledge base, review standard and recommended practices, trial security software and join our cybersecurity community to collaborate with other members on monthly calls and through email.

Online tools

Global Practice guides

Offer your clients access to Lex Mundi's legal comparison tools and resources for in-house teams that oversee multiple jurisdictions. The current suite of tools feature legal updates from more than 100 countries and cover topics such as mergers notification, data privacy, anti-corruption compliance, employment law, arbitration and more.

Best Practices guides

Lex Mundi Best Practices guides, developed in consultation with members, provide insight on specific topics in areas such as practice efficiency, project management, performance measurement, knowledge management and referrals, career development and recruiting and much more.

Country guides

Compiled by member firms, the Lex Mundi Country guides to doing business provide a comprehensive overview of the legal and business environments in more than 130 jurisdictions worldwide

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[Global Practice guides](#) Learn more



[Best Practices](#) Learn more



[Country guides](#) Learn more



Online learning programs

Through our learning management system, Lex Mundi Advantage, members can access continuing education resources to enhance their practice, management and leadership skills. This platform features instructional courses, interactive virtual meetings and live and on-demand webinars.

Lex Directory

Locate a Lex Mundi member firm lawyer or firm anytime, anywhere. Through [Lex Directory](#), Lex Mundi's online member search, you have quick access to the full strength of the network – 22,000 lawyers supporting 50+ practice areas in 125+ countries worldwide.

Member Portal

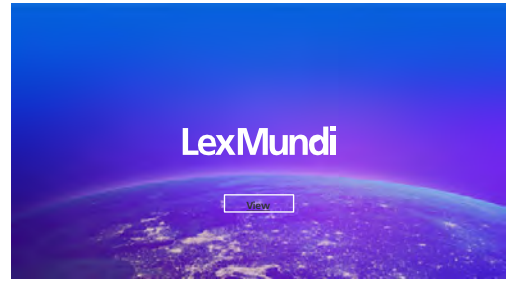
The [Lex Mundi Member Portal](#) is a one-stop-shop to access all your member resources including online tools, resource centers, member groups, events and more.

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[Educational events](#) [View](#) →

[Lex Mundi Advantage](#) [Learn more](#) →

[Lex Directory](#) [View](#) →



The screenshot shows the LexMundi Member Portal interface. It features a dark blue background with a glowing globe at the bottom. The text 'LexMundi' is prominently displayed in white at the top. Below the text, there is a small, light blue rectangular button with the word 'View' inside it.

[Lex Mundi Member Portal](#) [Access](#) →

Lex Mundi Access app

Encourage your lawyers to download the Lex Mundi app to access the power of the Lex Mundi network right at their fingertips.

In addition to containing our entire directory of member firms, the app also provides on-the-go enhanced functionality allowing members to network with Lex Mundi colleagues, access event information, browse news feeds and locate online resources.

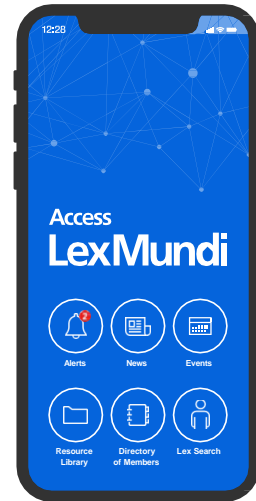
The app is available for [Apple](#) and [Android](#) phones. App login information is the same as the Lex Mundi Members' website.

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[App Store View](#)



[Google Play Store View](#)



Strategic Plan Update



2022 – 2024 Vision and Strategy Summary

Vision

Lex Mundi brings together pre-eminent law firms within an inclusive and trusted relationship, providing them with a global reach and driving consistent excellence, innovation and collaboration. Lex Mundi enhances the capabilities of each member firm, augmenting their competitive edge and their contribution to the communities in which they operate.

Differentiators

Greatest coverage of leading firms, consistent high quality; adaptable/targeted solutions to cross-border challenges; access to seamless service delivery platform; Pro Bono Foundation

Strategic Programs and Supporting Initiatives

Clients (maximize focus)	Member firms (continuously enhance)	Lex Mundi (development)
<ul style="list-style-type: none"> a) Equisphere platform b) Client opportunities c) Equisphere 2.0 capability d) Referrals 	<ul style="list-style-type: none"> a) Programs and training b) Practice groups c) D&I/Talent 	<ul style="list-style-type: none"> a) Brand b) Membership c) Organizational capabilities d) Financials

Enablers

- Collaboration and communication
- Technology
- Strategic partnerships

Measures of Success

<ul style="list-style-type: none"> • # of matters delivered to clients • Matter reviews – score card 	<ul style="list-style-type: none"> • # of participants in events (broader sense) • Events reviews – score card • % of associates participation from member firms 	<ul style="list-style-type: none"> • Brand awareness – HubSpot and other touchpoints + paid survey with Acritas in two years • % of unique individuals from member firms (HubSpot)
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Core Values

Collaborative | Consistent | Innovative | Inclusive | Loyal

Global Markets Update



Lex Mundi Equisphere™ - Our global service delivery model

Established in 2020, Equisphere is designed to minimize the typical challenges that corporate counsel face when working with law firms across jurisdictions—resulting in less firefighting, gatekeeping, missed deadlines and unexpected costs.

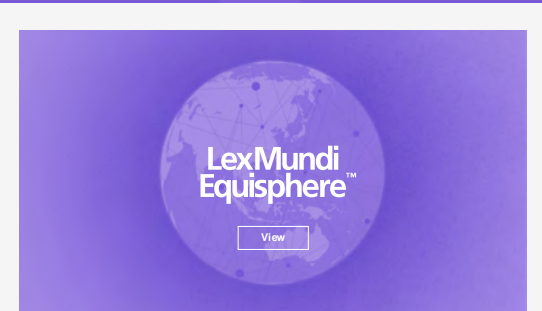
Led by our Global Markets team, Equisphere is a smarter way to manage cross-border legal advice by using an Agile-Kanban methodology as a more reliable way to stay aligned with your requirements and objectives while avoiding unnecessary delays and costs.

Our solution allows clients to create multinational teams of lawyers, tailored exactly to their requirements, and to access them in the simplest way possible.

Since its inception, Equisphere has been used by a wide range of clients for legal matters around the world, including appointment to various global legal panels:

- ✓ M&A and Cross-Border Investments
- ✓ Business Expansion into new markets
- ✓ Regulatory advice related to industries
- ✓ Data Privacy and Cybersecurity matters
- ✓ Compliance and investigations
- ✓ Cross Border Restructurings

Equisphere solutions are always tailored to the unique requirements of each client and engagement.



Lex Mundi Equisphere™ Explainer

Learn more about what this unique service offers. Click [view](#) to play.

Equisphere – a smarter approach



1. Understanding client needs

- Company Due Diligence
- Clarify expectations and project scoping
- Identify key business drivers, risks and metrics for success.

2. Transform client needs into cross-border proposal

- Design workflows and map out processes
- Align fees and rates focusing on competitiveness and efficiency.
- Flexibility in relation to engagement terms and billing processes

3. Project management

- Lex Mundi regional lead and project manager support smooth running of project.
- Agile Kanban framework incorporating lean practices.
- Visibility and transparency of all work with all firms through online portal.

4. Billing

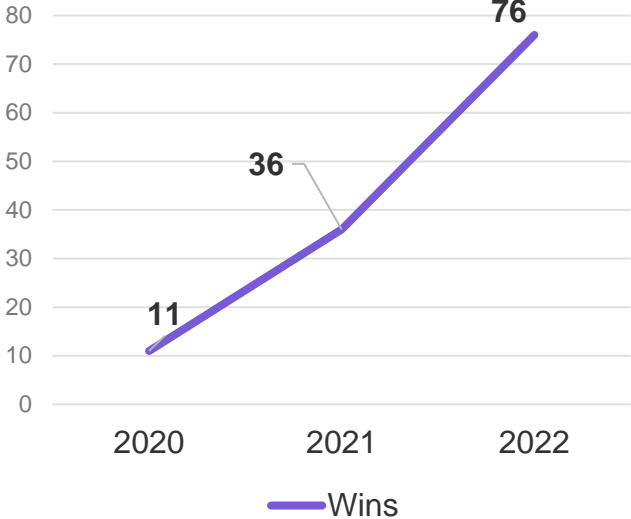
- Consolidated reporting and status updates
- Coordination of billing process

5. Client feedback

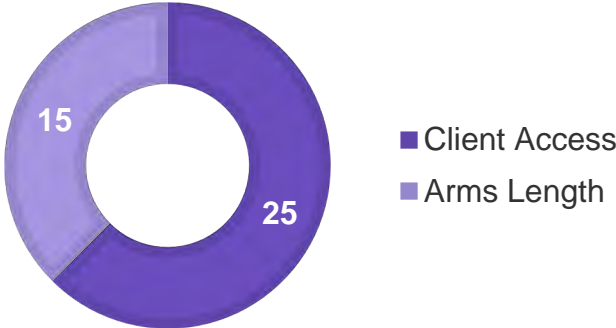
- Upon completion of the project, the Lex Mundi team conducts client feedback for continuous improvement

Equisphere Success

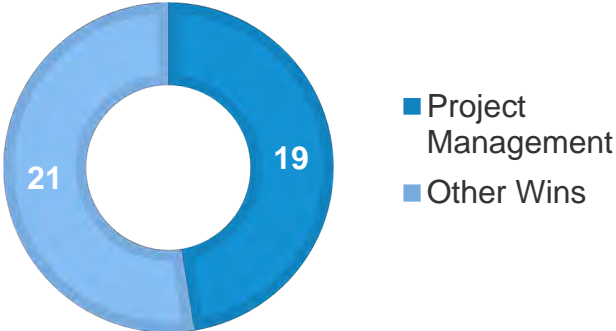
Cumulative Wins 2020-2022



Share of wins with direct client access



Share of wins with Equisphere project management



Matter Project Management

Top 5 Matters in 2022

Client	Matter Type	Origination	# Jurisdictions
Amspec	M&A	Marval O'Farrell Mairal	12
Remote	Labor and Employment / Tax / Incorporation	Morais Leitão, Galvão Teles, Soares Da Silva & Associados	80
NTT	Regulatory	Lex Mundi	27
Worldcoin	Regulatory	Lex Mundi	14
Bosch	M&A	S. Horowitz & Co.	7

THE LAWYER

By Lucie Cruz
1 December 2022

TotalEnergies appoints six firms to reduced roster



TotalEnergies (Total) has reduced its global panel by 25 per cent, appointing six firms instead of eight to the new list.

The firms that have gained places on the panel are Clifford Chance, Gide Loyrette Nouel (itself and with the Lex Mundi network), Jones Day, Latham & Watkins, Norton Rose Fulbright and White & Case.

Gide has been a long-standing firm for Total, and its position on the panel alongside the network Lex Mundi will allow Total access to a large network of high-quality local firms. The company said this is particularly attractive for its low-margin renewables sector, which requires firms with strong local presence with specific local knowledge.

<https://www.thelawyer.com/totalenergies-appoints-six-firms-to-reduced-roster/>

Recent Equisphere projects

- Assisting an **emerging international payroll provider** on an international expansion project across 50 jurisdictions
- Advising a **European financial services company** on provisions for cross-border services
- Supporting **AGI** in key areas such as M&A, corporate support, regulatory and finance matters across 20 jurisdictions
- Advising **Ventient Energy** on international employment and data protection matters
- Advising a **VC-backed US digital currency** on regulatory compliance and product launch in 15 jurisdictions
- Advising a **U.S.-based environmental services provider** on risk and opportunity mapping across 12 jurisdictions
- Advising **Akzo Nobel** on several M&A transactions.
- Supporting a **Japanese technology conglomerate** on mapping regulatory risk across 35 jurisdictions
- Supporting **VTEX** on rapid international expansion across a dozen jurisdictions.
- Coordinating a global panel of Lex Mundi firms on behalf of a **multinational pharmaceutical company**
- Advising a **solar panel manufacturer** on data protection and retention across its international footprint.
- Advising an Oil and Gas company on the acquisition of a similar company across 12 Jurisdictions in Latin America.

LexMundi

What clients are saying

“The strength of each Lex Mundi firm allows us to turn to them for support in key areas such as M&A, corporate support, regulatory and finance matters both internationally and domestically. In each instance we have experienced world-class service and expertise. This in turn has allowed us to rely on Lex Mundi Equisphere for support globally as we trust that their member firms will provide us the best possible legal assistance where we require” it.

Brent Kendall
Director, Legal, AG Growth

“With Lex Mundi Equisphere, we can combine global market insights with on the ground advice in key jurisdictions to help implement business plans and growth strategy. We work with the Lex Mundi team to help identify the appropriate expertise in diverse jurisdictions, who help us understand the local terrain, anticipate new developments, and can handle legal matters.”

Anja Lange
First Solar

“Through Lex Mundi’s Equisphere platform, we are able to coordinate legal support across key markets to seamlessly support our growth strategy.”

Karida Souza
VTEX

The Lex Mundi Value Proposition: Helping Clients Address 3 Types of Business Objectives

Through its platform, Lex Mundi supports member firms and in-house counsel to knit together very high-quality legal expertise across diverse jurisdictions. The firms are well-positioned to offer clients coordinated advice with respect to three types of complex cross-border business drivers:

Business Drivers	<p>Overseas Growth/Expansion</p>	<p>Managing Risk/Optimizing Profitability</p>	<p>Investigations/Dispute Resolution</p>
Business Legal Advice	<ul style="list-style-type: none"> • M&A • Greenfield investment • Joint Ventures / Partnerships • Financial Transactions • Commercial • Licensing and Distribution • Outsourcing • Fintech • REIT 	<ul style="list-style-type: none"> • Corporate Restructuring • Post-Merger Integration • Compliance and Regulatory • IP Portfolio Management • Tax • Data privacy • Portfolio Divestitures • Strategic Supply Chain Management 	<ul style="list-style-type: none"> • Anticorruption/White Collar • Antitrust/Competition • Arbitration • Commercial Disputes • Cyber breaches • Product liability • IP Litigation • Other litigation

Our value proposition

A bottom-up approach to multijurisdictional legal services



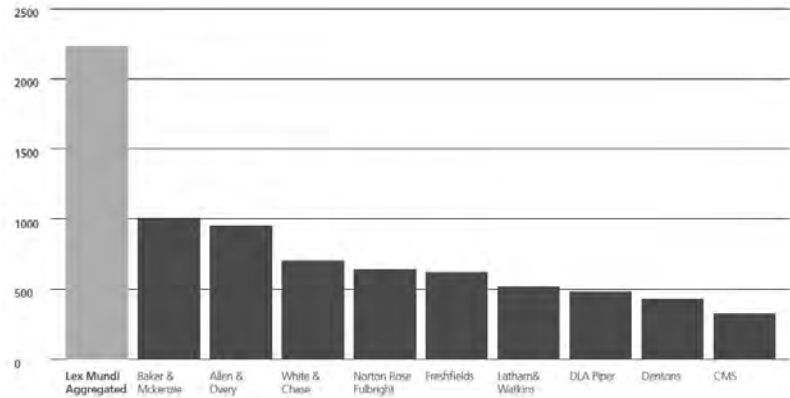
- Lex Mundi is focused on bringing the best together. We facilitate cross-border legal solutions delivered by the world's top independent law firms.
- Equisphere** allows clients to enjoy the benefits of working with leading independent firms, while enjoying superior project management support.

	Coordination	Coverage	Quality and consistency
Global supplier	<ul style="list-style-type: none"> Billable Provided by associates 	<ul style="list-style-type: none"> Full coverage in major business centers Outsourced to local counsel in smaller jurisdictions 	<ul style="list-style-type: none"> Well-ranked in major jurisdictions Variable quality in non-core jurisdictions
Local supplier	<ul style="list-style-type: none"> In-house team manages multiple relationships Single jurisdiction only 	<ul style="list-style-type: none"> Full coverage Single jurisdiction only 	<ul style="list-style-type: none"> Depends on chosen supplier Single jurisdiction only
Lex Mundi Equisphere	<ul style="list-style-type: none"> Single point of contact Global team of project managers Competitive local pricing 	<ul style="list-style-type: none"> Full-service firms across entire footprint Global coverage for future expansion 	<ul style="list-style-type: none"> Leading firm in every jurisdiction All members must meet and maintain Lex Mundi's standards



Lex Mundi Member Firm Rankings

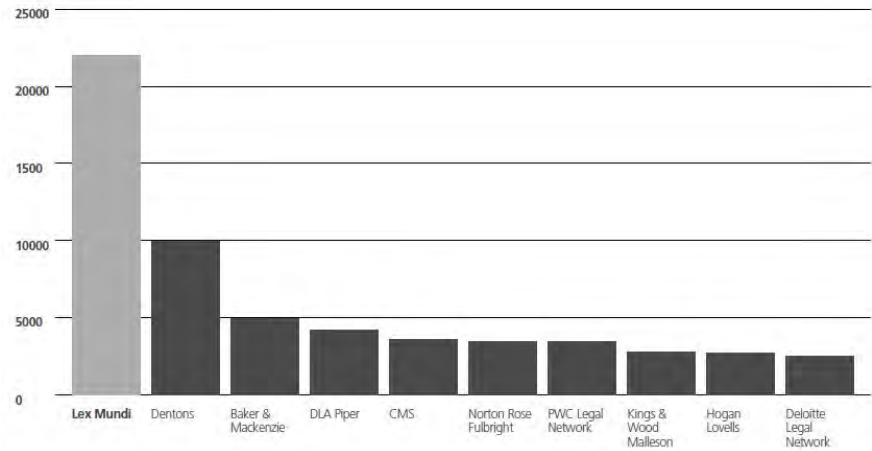
Quality: comparison of Chambers Directory rankings





Lex Mundi Member Firm Rankings

Size: comparison of total number of lawyers



Equisphere Model

Business Drivers

TECHNOLOGY

PEOPLE



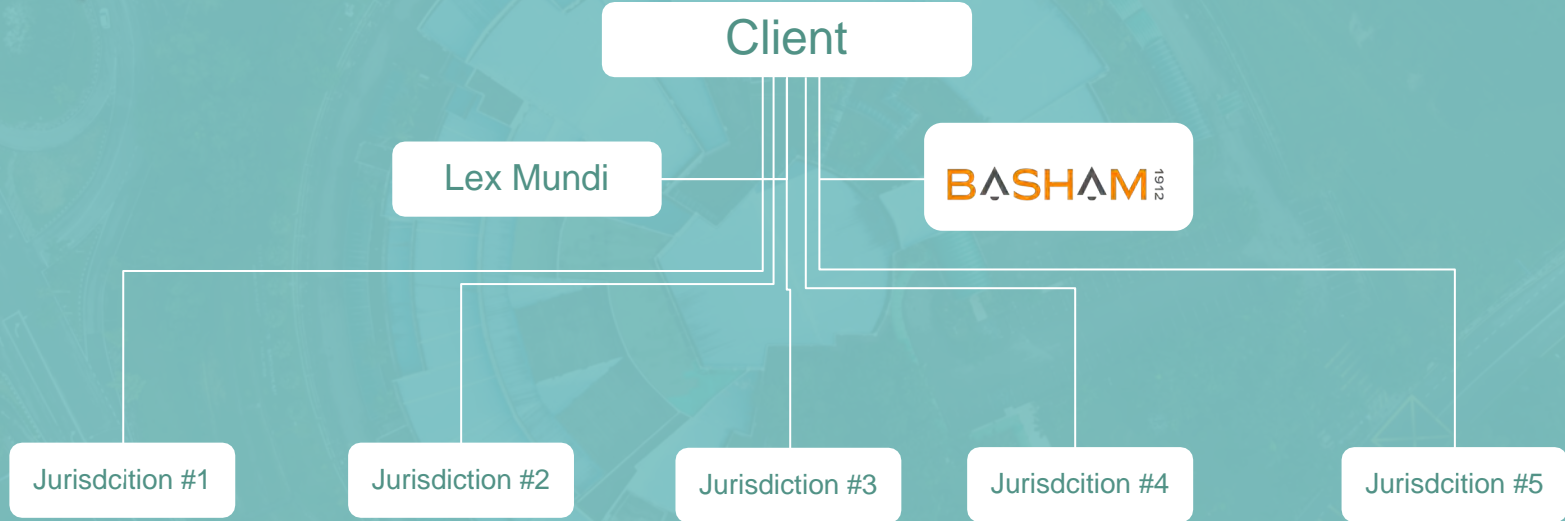
PROJECTS OR PANELS

PROCESSES

- ▶ Overseas Growth | Expansion
- ▶ Managing Risk | Optimizing Profitability
- ▶ Investigations | Dispute Resolution



Equisphere Team



Improving cross-border pitch success and delivery



Meet the Global Markets Team



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