

Acritas' Global Elite Law Firm Brand Index 2016

Rank	Firm		Brand Index
1		Baker & McKenzie	100
2		Clifford Chance	55
3		DLA Piper	44
4		Norton Rose Fulbright	43
5		Hogan Lovells	41
6		Allen & Overy	40
=7		Freshfields	37
=7		Linklaters	37
9		Jones Day	36
10		White & Case	28
11		Dentons	26
=12		Herbert Smith Freehills	24
=12		Skadden	24
14		King & Wood Mallesons	22
15		CMS	21
=16		Eversheds	19
=16		Latham & Watkins	19
18		Reed Smith	16
=19		K&L Gates	15
=19		Sidley Austin	15

Methodology

Acritas' Global Elite Law Firm Brand Index 2016 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2016 dataset. All data is derived from 1,101 interviews with respondents, in \$1 billion+ revenue organizations across the world, who have senior responsibility for buying legal services.

All interviews were conducted by telephone in local languages across 55 countries between January and August 2016 as part of Acritas' ongoing Sharplegal survey.

All interviewing was undertaken by Acritas in strict accordance with the rules governing best practice in research. As such, no law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The Acritas Global Elite Law Firm Brand Index is determined through four open-ended questions from the full Sharplegal survey to find out from senior legal buyers:

- ▶ The first law firms to come to mind (Awareness)
- ▶ The firms they feel most favorable towards (Favorability)
- ▶ The firms most considered for multi-jurisdictional deals across three or more countries (Consideration)
- ▶ The firms most considered for multi-jurisdictional litigation across three or more countries. (Consideration).

The geographic spread of the interviews is determined by three factors: the number of Forbes 2000 companies headquartered, GDP and the average legal spend in each market around the world.

Incorporating over 50 questions, the full Sharplegal survey is an independent and robust market research study of the current legal market that generates data and insight on law firm brands, usage, market trends, spend, international needs and much more, available by subscription only.

ACRITAS ANALYTICS

- NEW SHARPLEGAL DASHBOARDS

Sharplegal dashboards enable law firms to easily analyze market intelligence and client trends to ensure investment decisions are based on the most objective and reliable data in the world.

The eight online dashboards can be filtered by firm, by market, by industry sector or buyer type to find the specific intelligence and evidence needed to make strategic decisions more confidently.

