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## Baker McKenzie Named World's Strongest Law Firm Brand for Eighth Consecutive Year

Global, 10 October 2017 – Leading global law firm Baker McKenzie has retained its position as the world's strongest law firm brand in the 2017 Acritas Global Elite Law Firm Brand Index, extending its lead by seven points compared to 2016. The Firm received an overall score of 100 - over twice the score of the firm ranked second place.

The ranking is based on responses from 1,074 General Counsels (or equivalent) across the world's largest multinationals with revenues in excess of \$1bn. They are asked to rank on four criteria: Baker McKenzie ranked top for each of the measures that comprise the Index - awareness, favorability, consideration for multi-jurisdictional deals and for multi-jurisdictional litigation.

Global Chair of Baker McKenzie Paul Rawlinson said, "Over the past year, we have driven a strong industry focus with investments in our clients and our people through innovation. We are driven by a commitment to help our clients succeed which means understanding and anticipating their needs. To have pulled away from our competitors with a stand-out offering in such a crowded market is very pleasing and a reflection of the hard work and dedication of all our people. This recognition is down to all of them and the loyalty and support of our clients."

Lisa Hart Shepherd CEO of Acritas says, "Baker McKenzie has achieved an excellent brand performance this year, extending its already impressive lead. The firm continues to be first to come to mind when it comes to international legal work and this brand differentiation combined with its extensive reach and global relationships enables it to stand out in the homogeneous legal market."

- Ends -

### About Baker McKenzie

Baker McKenzie helps clients overcome the challenges of competing in the global economy. We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instil confidence in our clients.

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Baker & McKenzie (Gaikokuho Joint Enterprise), a fully integrated law firm, is one of the leading law firms in Japan, and offers a full range of cross-border and Japanese legal services. As a member firm of Baker & McKenzie, the world's leading international law firm, we are able to draw upon a network to provide high quality solution-oriented legal services through timely delivery.

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