

Press Release

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Baker & McKenzie named world's strongest law firm brand for seventh consecutive year

- Firm ranks top for each of the measures in Acritas Index – awareness, favorability, consideration for multi-jurisdictional deals and for multi-jurisdictional litigation
- Ranking based on interviews with 1,101 senior legal buyers across the world's largest multinationals with revenues in excess of \$1bn

Global, 3 October – Baker & McKenzie has again been named the world's strongest global law firm brand in the 2016 Acritas' Global Elite Law Firm Brand Index. The Firm ranked top for each of the measures that comprise the Index – awareness, favorability, consideration for multi-jurisdictional deals and for multi-jurisdictional litigation -- and once more, widened its lead over its nearest competitor.

The ranking is based on interviews with 1,101 senior legal buyers across the world's largest multinationals with revenues in excess of \$1bn.

Eduardo Leite, Baker & McKenzie's Chairman said, "I am proud that throughout my six years as Chair, Baker & McKenzie has consistently been selected by our clients as the leading international legal brand. We remain the leading cross-border law firm for complex transactional and contentious work involving multiple jurisdictions. That's why we are top of mind across so many countries and areas of law."

Lisa Hart Shepherd CEO of Acritas says, "Baker & McKenzie continues to set the global standard when it comes to branding in the legal industry. The firm's long-term strategy in building a global legal services proposition that resonates well with clients across the world, pays dividends year after year."

Paul Rawlinson, who succeeds Eduardo Leite as Chairman of Baker & McKenzie later this month added, "Baker & McKenzie has a 60-year track record of helping our clients grow and manage risk in often uncertain and dangerous times, because that's what we are good at. I am delighted that once again in our clients' eyes, we lead the pack in terms of our brand. "

- Ends -

About Baker & McKenzie

Founded in 1949, Baker & McKenzie advises many of the world's most dynamic and successful business organizations through more than 13,000 people in 77 offices in 47 countries. The Firm is known for its global perspective, deep understanding of the local language and culture of business, uncompromising commitment to excellence, and world-class fluency in its client service. Global revenues for the fiscal year ended 30 June 2016, were US\$2.62 billion. Eduardo Leite is Chairman of the Executive Committee. (www.bakermckenzie.com)

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. (www.bakermckenzie.co.jp)

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