

## Legally Israel 100 - IsraelDesks League Tables 2021

### In the 3<sup>rd</sup> edition of our IsraelDesks League Tables, our objectives remain as follows:

(1) Helping international law firms: Educate the local market which law firms abroad have an Israel desk. This helps build stronger and closer relationships with domestic firms and departments; sharing market and industry information; potential joint ventures, events and networking.

(2) Helping clients and their GCs: Knowing who is involved in Israeli deals allows for potential referral work for the law firms and greater transactional work for their clients.

This is a core pillar of our business.

### What do you want from us and by when?

We are asking Israel practices to submit work matters from the previous calendar year: **January to December 2020**, showing which Israeli client you represented. This will highlight your involvement in and understanding of the Israeli market.

### As you will see, we ask for the date completed / ongoing; your firm's role; and a short matter description.

NOTE: If the matter is aborted but can be verified as Israel-related, then it can be counted as part of volume table. The reason for this is that we are trying to showcase to an international audience which law firms are still involved in Israeli matters and the fact that a law firm was mandated to BE involved in still key. Obviously, aborted matters will not, however, feature in any relevant value table.

### Ranking of Leading Individuals

For the second year, we are also asking law firms to nominate their three lead lawyers on the matters submitted so we can position leading individuals as market leaders.

### We review the matters and collect feedback and votes from the highest profile lawyers in Israel.

This allows us to identify those Leading Individuals with the most prominent reputations and those who are recommended for their work for Israeli clients.

### When is the deadline?

The deadline to send in the completed template is **Friday January 29th, 2021**, with the publication of the tables expected to be in **April 2021**.

### What do you mean by an Israeli client?

The client must be headquartered in Israel or outside of Israel, as long as the client has Israeli owners. This can be verified by ourselves, often through the client's website.

NOTE: Businesses founded by Israelis **more than 5 years ago** but today owned by non-Israelis or headquartered in a country outside of Israel will not count.

The goal is to showcase to the Israeli audience which International law firms have the knowledge and experience of working with Israeli clients (based in Israel or Israeli-owned).

### **Are you ranking firms for each category or is the ranking a composite for all information?**

Each category in the template will have a separate league table and be dependent on the number of firms entering that category. The categories are set out below.

### **What is your process for the categories?**

Law firms are free to choose which practice areas or sectors to submit content for, and having done so, they enter this content into an Excel spreadsheet template and email the submission to Israel Desks.

We collect, collate and review the information received by firms. All the entries by law firms will be checked to see if they represent an Israeli client; and the deal will be checked to have been completed in the timeframe.

We then filter by volume of instructions to create a Volume League Table and by Value to create a Value League Table in M&A. The League tables will be decided on (1) number of completed deals to create a **Volume League Table** and (2) total value to create a separate **Value League Table**.

### **What are the categories included and how do you define them?**

#### **Practice Areas**

**\*M&A:** this category includes representing Israeli buyer, seller or target, as well as Israeli private equity firms in M&A transactions - all public bids and acquisitions, including LBOs, MBOs, reverse buyouts, as well as partial takeovers and share transfers, Spin-offs, Joint ventures. (\* We will also generate value table).

**Capital Markets:** this category includes both debt and equity capital markets - bond/note issuances, IPOs, secondary offerings and private placements for Israeli issuers.

**Employment:** this is a broader definition of employment to include representing Israeli businesses in relation to contentious and non-contentious employment matters, such as employment litigation related to sex, race, age discrimination, as well as redundancies and employment issues related to COVID-19, as well as the merger of two companies.

**Litigation/Arbitration:** this category includes commercial disputes for Israeli clients before courts in Israel, as well as arbitrations in Israel.

**Patents and Trademarks:** these categories include representing Israeli companies filing or prosecuting a patent or a trademark before the relevant authorities. Managing a portfolio for an Israeli client today is also included.

**IP: Transactional and Contentious:** Intellectual Property covers disputes related to patent, copyright and trademark infringement. Litigation concerning trade secrets also features. We also feature related issues such as licensing and IP commercialisation.

## Sectors

**High-Tech:** this category includes transactional matters for Israeli businesses operating in the full range of tech sectors (such as biotech, fintech, medtech, cybersecurity, AI, agtech, software, IoT, etc). These transactions will include M&A, financing, employment law, strategic alliances and joint ventures, stock exchange listings, and corporate governance issues. There is an expected overlap with the above practice area categories.

**Energy & Infrastructure (NEW):** this category includes representing Israeli parties in relation to the finance and development of projects in the energy and renewable energy sector, as well as infrastructure matters, such as rail and light rail systems, roads and bridge financing; water desalination plants, hospitals, schools, and prisons.

**Banking & Finance (NEW):** a broad-based definition of banking transactions, which include advice to both Israeli borrowers and lenders. This includes **acquisition finance** (transactions involving arranging finance for acquisitions acting for either the lender or the borrower); **general bank lending** (syndicated lending, structured finance, leveraged finance); and **refinancing** (refinancing and restructuring of existing loans and debtor in possession financing), as well as **regulatory** advice.

**Real Estate:** this category includes advising global real estate developers involved in projects in real estate in Israel and Israeli real estate developers in such projects, where relevant. Israeli buyers and sellers of real estate abroad and foreign buyers and sellers of Israeli real estate are also included. Real estate projects span the residential and urban renewals field, as well as commercial, office, retail and hotel sectors.

### A word on confidential information

Will be treated as such 100% and will not be shared or published in any editorial. If the matter is confidential, a short call with the lawyer or email to the client merely to verify that the matter took place would be sufficient for its inclusion.

A law firm's submission is stored securely on a private secure internal drive accessible only to management.

### Tables and Editorial - how will the league tables look?

The firms will appear in order from position 1 downwards, according to total number of deals (and total value in M&A).

The league tables will be accompanied by supporting editorial showcasing the ranked law firms' expertise (derived from submission, press releases, NLM intelligence and other sources).

### How will you draw out the differences between law firms who undertake a large number but low value, and those who do fewer deals but higher value?

As that is akin to comparing apples with oranges, to an extent, we would showcase the difference in the league tables themselves. The editorial itself will draw out the Israeli flavour of the firm's offering and describe the focus of the firm's Israel expertise.

**Where will this appear?**

The league tables will be published in the US/Israel guide; Israeli financial press; leading industry organisations in Israel; via social media and to our extensive distribution list – to be seen by corporate lawyers and GCs.

Any further questions, please email Lee at [lee@legalmarketing.co.il](mailto:lee@legalmarketing.co.il)