

Press Release

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Baker & McKenzie named World's strongest law firm brand for the sixth 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 1,059 senior legal buyers across the world's largest multinationals with revenues in excess of \$1bn**

Global, September 28 2015 - Baker & McKenzie has again been named the strongest global law firm brand in the 2015 Acritas' Global Elite Law Firm Brand Index. The Firm ranked top for each of the measures that makes up 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 1,059 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 and delighted that Baker & McKenzie has once again been selected by our clients as the leading international legal brand. Not only are we committed to investing significantly in the long term future of our client relationships, we are unquestionably the leading cross-border law firm that large, global clients trust 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, "When looking across each of the individual measures that generate the Index; top of mind awareness, favorability and consideration for multi-jurisdictional litigation and deals – Baker & McKenzie ranks first on each metric. Global coverage and local knowledge are central to this firm's brand which provides them with the most differentiated brand in the global legal market."

- Ends -



Notes to editors

Acritas' Global Elite Law Firm Brand Index:

Acritas' Global Elite Law Firm Brand Index 2015 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2015 dataset. All data is derived from 1059 interviews with respondents, in \$1 billion+ revenue organizations across the world, who have senior responsibility for buying legal services.

About Baker & McKenzie

Founded in 1949, Baker & McKenzie advises many of the world's most dynamic and successful business organizations through our 12,000 staff 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 June 30, 2015, were US\$2.43 billion. Eduardo Leite is Chairman of the Executive Committee. (www.bakermckenzie.com)

Baker & McKenzie International is a Swiss Verein with member law firms around the world. In accordance with the common terminology used in professional service organizations, reference to a "partner" means a person who is a partner, or equivalent, in such a law firm. Similarly, reference to an "office" means an office of any such law firm.