











Acritas' Global Elite Law Firm Brand Index 2018

Rank	Firm		Brand Index
1	Baker McKenzie.	Baker McKenzie	100
2	CLIFFORD CHANCE	Clifford Chance	49
3	 DLA PIPER	DLA Piper	47
4	 NORTON ROSE FULBRIGHT	Norton Rose Fulbright	40
5	Linklaters	Linklaters	38
=6	ALLEN & OVERY	Allen & Overy	37
=6	 JONES DAY	Jones Day	37
8	 Hogan Lovells	Hogan Lovells	36
9	 Freshfields Bruckhaus Deringer	Freshfields	34
10	 大成 DENTONS	Dentons	29
11	LATHAM & WATKINS LLP	Latham & Watkins	28
=12	EVERSHEDS SUTHERLAND	Eversheds Sutherland	27
=12	 HERBERT SMITH FREEHILLS	Herbert Smith Freehills	27
=12	 Skadden <small>Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates</small>	Skadden	27
15	WHITE & CASE	White & Case	25
16	KING & WOOD MALLESONS	King & Wood Mallesons	21
17	SIDLEY	Sidley Austin	18
18	 C/M/S/ <small>Law, Tax</small>	CMS	16
19	Morgan Lewis	Morgan Lewis	14
=20	Bird & Bird	Bird & Bird	13
=20	 K&L GATES	K&L Gates	13
=20	ReedSmith	Reed Smith	13

Methodology

Acritas' Global Elite Law Firm Brand Index 2018 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2018 dataset. All data is derived from 1,600 interviews with respondents, in \$1 billion+ revenue organizations across the world, who have senior responsibility for buying legal services (elite clients).

All interviews were conducted by telephone in local languages across 55 countries between August 2017 and July 2018 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 global legal market that generates data and insight on law firm brands, usage, market trends, spend, international needs and much more, available by subscription only.