

2021 Acritas Global Elite Law Firm BRAND INDEX

TOP 5

**1 Baker
McKenzie.**

Change in Rank*: - 0

Index Score: 100

2  **DLA PIPER**

Change in Rank*: - 0

Index Score: 43

3  **大成 DENTONS**

Change in Rank*: ↑ 8

Index Score: 36

4 Linklaters

Change in Rank*: ↑ 4

Index Score: 33

**=5 CLIFFORD
CHANCE**

Change in Rank*: ↓ 2

Index Score: 31

=5  **Hogan
Lovells**

Change in Rank*: - 0

Index Score: 31

Ranking 7-20

Rank	Change in Rank*	Law Firm	Index Score
=7	↓ 2	Allen & Overy	29
=7	- 0	Norton Rose Fulbright	29
=9	↓ 1	Freshfields	28
=9	↓ 5	Jones Day	28
11	↑ 3	King & Wood Mallesons	27
12	↑ 1	Herbert Smith Freehills	25
13	↓ 5	White & Case	23
14	↑ 2	Skadden	21
=15	↓ 1	Eversheds Sutherland	20
=15	↑ 4	Sidley Austin	20
17	↓ 6	Latham & Watkins	19
=18	↑ 1	Kirkland & Ellis	17
=18	- 0	Morgan Lewis	17
20	↓ 3	CMS	15

* Change from 2020 Global Elite Law Firm Brand Index.

Methodology

Acritas' Global Elite Law Firm Brand Index 2021 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2020 dataset. All data is derived from 1,565 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 October 2019 and October 2020 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.