

SUPPORTING THE DIGITAL MOVEMENT



DIGITAL PERMEATES EVERY EVERY ECONOMY



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Whether you are a digital or technology company seeking legal advice for your corporate and commercial pursuits, operate in a sector that has been profoundly disrupted by digital movements, or would like to incorporate digital into your business to become more competitive; our dedicated GCC digital team can offer you premium quality advice, while always promoting innovation and creativity.

We make our clients' working life more productive, secure and simpler

- ▶ Our sector specialists are recognised as experts in their field
- ▶ Understanding of the complete range of legal, regulatory, commercial and technological issues relevant to digital businesses
- ▶ Core teams who have experience of working together effectively

We offer practical and commercial advice

- ▶ Solution driven, practical advice to mitigate risk commercially
- ▶ Concise and clear communication of key issues / risks and firm recommendations on how to mitigate them
- ▶ Advice in the format and timeframe which best suit you

SECTOR, AND EVERY ORGANISATION

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We represent some of the digital sector's most dynamic businesses





DIGITAL DISRUPTION

The continued and increasing presence of digital, social and mobile technologies in all sectors is putting immense pressure on businesses to ensure they can provide a fully integrated experience. The public is increasingly digitally literate, and so consumer adoption of these channels will continue to grow, making such an offering even more critical.

Redesigning legacy operating models and diversifying traditional revenue lines can help businesses remain competitive as well as increasing the efficient use of data, and supply chain arrangements.

How we can support you:

Moving beyond traditional models

- ▶ Strategic advice
- ▶ Bespoke commercial agreements
- ▶ Advising on legislative proposals relating to digital disruption
- ▶ Advising digital businesses on getting their business ready for sale or investment

Implementing the right solution

- ▶ Projects to integrate technology systems into businesses
- ▶ Advising on the strategic direction and implementation of emerging digital payment solutions
- ▶ Multi-supplier outsourcing projects

Moving to the cloud

- ▶ Negotiating with infrastructure, platform and software cloud providers
- ▶ Analysis of cloud contract terms
- ▶ Advice to procurement and operations teams about risk mitigation practices in relation to the cloud
- ▶ Advising on data security and protection issues

The Addleshaw Goddard team provided us with seamless and timely advice which enabled us to provide constructive and commercial solutions to get our transaction over the line.

TALAL BAYAA
CEO, BAYZAT



CORPORATE AND COMMERCIAL PURSUITS

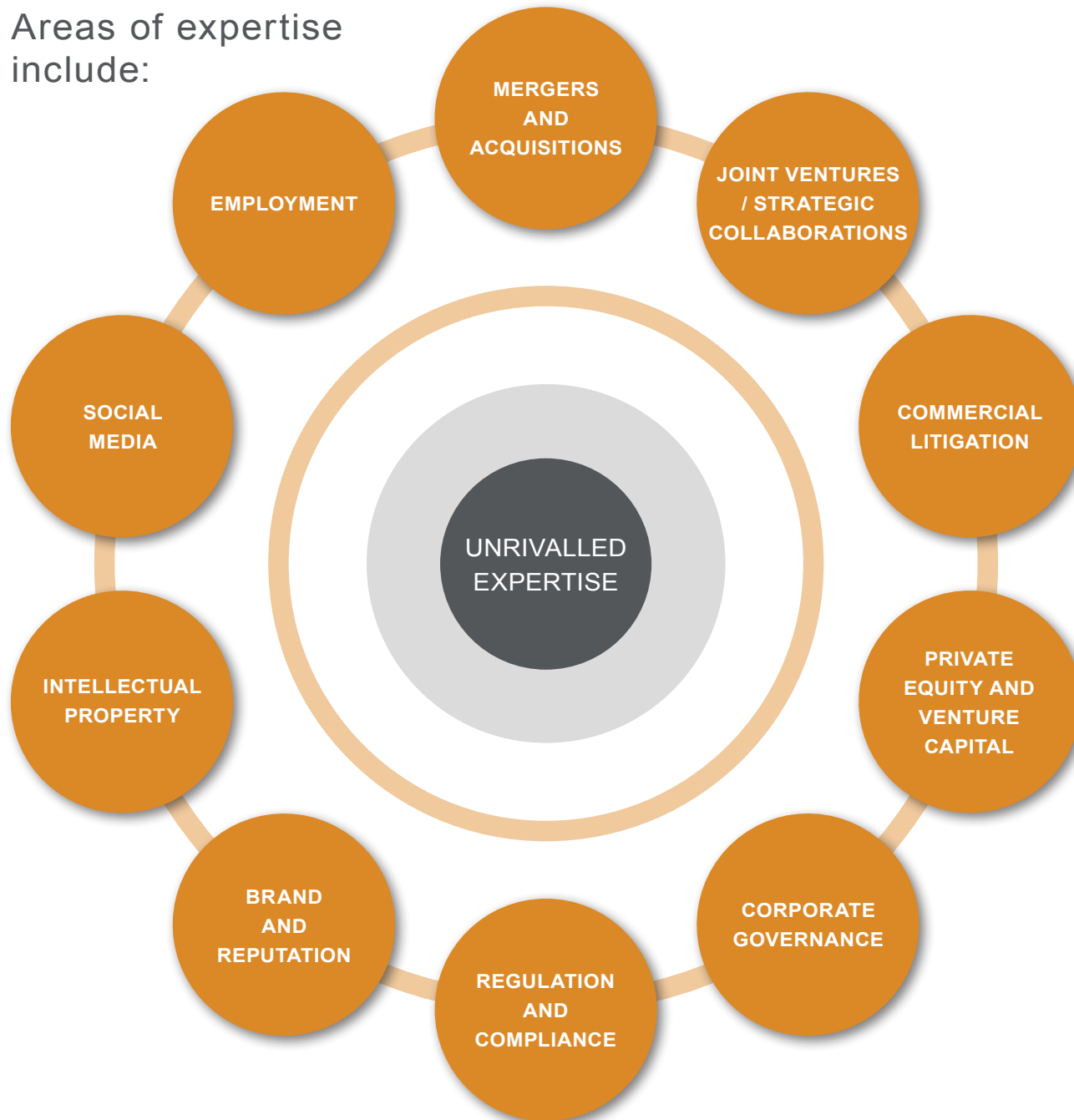
Navigating the various corporate, contractual, regulatory and technological issues can be daunting. Minimising legal risk and at the same time keeping a commercial perspective is critical in today's digital environment. Whatever your requirement, we are committed to delivering great value and high quality market expertise which is focused, relevant and consistently excellent.

Our traditional strengths and integrated approach across our specialist areas of expertise create an identifiably different experience for a wide range of clients across every sector, from small owner managed businesses to large regional and global corporations.

Corporate and commercial pursuits in the GCC will inevitably involve an element of partnering, whether with your suppliers, or as part of a joint venture. Whilst this offers many exciting opportunities for those in the digital space, there can also be challenges. Our commercial litigation team can advise on what to do when things do not go according to plan, including reputation, information/data management and commercial dispute issues.

The Addleshaw Goddard corporate team has an impressive depth of regional experience and are well-trusted in relation to complex transactions.

Areas of expertise include:



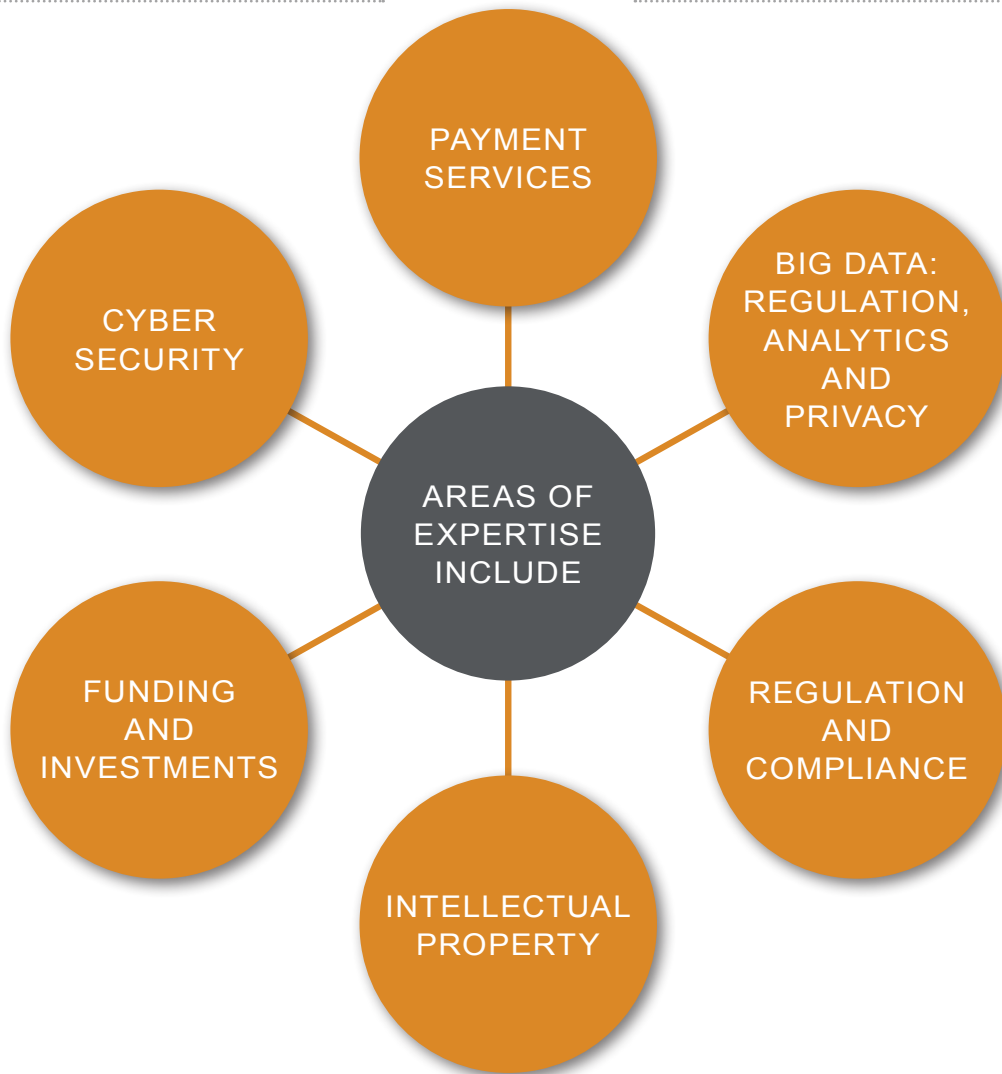


FINTECH

We have considerable experience of working with Fintechs, technology companies, regulators and financial institutions and understand the massive opportunities available to all disruptors (old and new) in this space. By combining our client side experience with regulatory experience, it gives us great insight into your concerns and priorities, wherever you are on your journey to be better, more productive and ever more successful.

Our Fintech and digital innovations group consolidates our expertise across financial services, regulation, corporate and commercial transactions. This enables us to manage and deliver advice to you across all the aspects of a FinTech transaction from the regulatory framework to IP licensing to funding investments and corporate structuring with a single point of contact and overall expertise.

Noted for its aptitude in the burgeoning field of payments law, representing key market participants from merchant acquirers, banks and mobile network operators. Possesses a strong grasp of relevant regulations ...







INTEGRATING DIGITAL TO BECOME MORE EFFICIENT

Addleshaw Goddard have embraced legal technology to make the provision of our service to our clients more efficient.

One of our key differentiators is our dedicated Transaction Services Team, which is a centralised unit of over 150 people, including fee earners delivering more for less by providing a wide range of routine legal assignments, in either a stand-alone or an integrated way alongside AG's lawyers, and increasingly part of clients' own internal teams.

Our approach delivers significant measurable benefits for our clients in terms of speed of delivery and cost efficiencies. On a recent large contract review project, our use of AI delivered time savings of up to 30% compared to traditional methods of review.

Our Transaction Services Team are finding innovative ways of using legal technology to support our clients, including HighQ data rooms, litigation management and the use of AI in large scale document review.

Services available

- ▶ Use of artificial intelligence in large scale document review
- ▶ Extensive experience of delivery of large M&A projects including due diligence reviews and reorganisation support
- ▶ Provision of HighQ online data rooms
- ▶ Project management including co-ordinating clients, lawyers, overseas advisors and other third parties
- ▶ Drafting, negotiating and completing routine contracts within agreed parameters
- ▶ Overspill cover for in-house teams
- ▶ Litigation and regulatory document reviews and claims support
- ▶ Bespoke work with dedicated trained teams

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OUR DIGITAL EXPERIENCE

- ▶ **Hug Digital:** advising the founders of leading regional digital media agency hug digital, in relation to their sale of a majority stake to Grey Group (part of the WPP Group);
- ▶ **Apple Pay:** advising a number of issuers and card schemes in relation to the launch of Apple Pay providing regulatory and contractual advice in relation to implementation of the platform and associated digital enablement (tokenisation) services;
- ▶ **Mobile payments:** advising on an international peer to peer payments utilising a mobile payments platform including settlement arrangements through correspondent banking;
- ▶ **Samsung Pay:** advising on data protection related aspects of Samsung Pay by reference to the regulatory obligations of the Merchant, Issuer and Bank;
- ▶ **Clariba Solutions:** advising the leading SAP provider on various joint ventures in Dubai, Abu Dhabi and KSA;
- ▶ **Saudi Telecom:** advising on a Malaysian sukuk issuance as part of a telecommunication acquisition in Malaysia;
- ▶ **Traveltek:** advising the market leaders in technology solutions for travel agents on their entry into the UAE market;
- ▶ **NBO:** advising on the creation of NBO's Twitter Banking mobile phone application, customer terms and conditions and related arrangements with Twitter;
- ▶ **Bayzat:** advising the venture capital backed insurance and HR technology company in connection with its acquisition of an insurance brokerage;
- ▶ **Acquisition of MNO:** advising a PE investor on the acquisition of a mobile network operator in East Africa;
- ▶ **Smart City development:** advising on digital payment platforms, e-document protocols, virtual currency technology and on a digital platform to create a Smart City;
- ▶ **Telecoms litigation:** advising a global provider of telecoms infrastructure, with operations throughout the Middle East and Africa, in a High Court claim in the UK;
- ▶ **Mobile phone infrastructure dispute:** acting for an international infrastructure company on a dispute concerning the provision of facilities management work for mobile phone masts for major mobile phone providers;
- ▶ **Competition and regulatory:** advising a bidder on the competition and regulatory aspects of the potential purchase of a national mobile and fixed telecommunications operator in East Africa;
- ▶ **Telecommunications in Iran:** advising a large global telecommunications company on Iranian sanctions issues;
- ▶ **Havenvest Private Equity:** advising on its investment in the Middle East division of the Help AG Group, an IT and internet security services business;

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- ▶ **Virtual currency business:** advising on payments and currency transfers in the Middle East using Bitcoin, blockchain and associated virtual currency technology;
 - ▶ **Oman Brunei Investment Company:** advising OBIC on the sale of its 75% majority stake in Renna Mobile;
 - ▶ **Qnective:** advising Qnective, which builds and operates marine telecommunications networks, regarding its licencing and related regulatory requirements in Oman;
 - ▶ **Advising a major bank** on the use of geo-location data in the context of potential mobile wallet solutions;
 - ▶ **“2G scam” litigation:** acting for a Middle Eastern telecoms provider on its regulatory and litigation issues connected with its investment in India and the implications of the so called “2G scam”;
 - ▶ **GCC telecom provider:** advising a large GCC telecom provider on its US\$500m banking facilities and related proposed acquisition of a Maltese telecom company; and
 - ▶ **Ooredoo:** advising on various ongoing employment law matters and arbitrations throughout the GCC.



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OUR INTERNATIONAL BUSINESS AT A GLANCE

30+
FEE EARNERS
IN THE
GCC

MORE THAN
100
leading public sector
bodies and government
agencies are
clients

20+
major awards in
the last two years
for the quality of
our service

GCC fee
earners practising
in the region for a
combined total of over
100
years

Our clients include:



1100+
FEE
EARNERS
GLOBALLY

40
Tier 1 rankings
in global legal
directories

Strong client
loyalty: more than
half of our largest clients
have been clients for
more than
10 years

Arabic
and English
BILINGUAL
capabilities in
all of our GCC
offices

40+
FTSE 100
companies have
instructed us in the
last 12 months

147
lawyers
recommended in
global legal
directories

Strategic
alliances
with law firms in all
major jurisdictions
and economic
centres
worldwide

OFFICES IN
Dubai Hong Kong
Doha Singapore
Muscat Tokyo*
... and major
UK cities

* in association with
Hashidate Law Office



JASHANMAL



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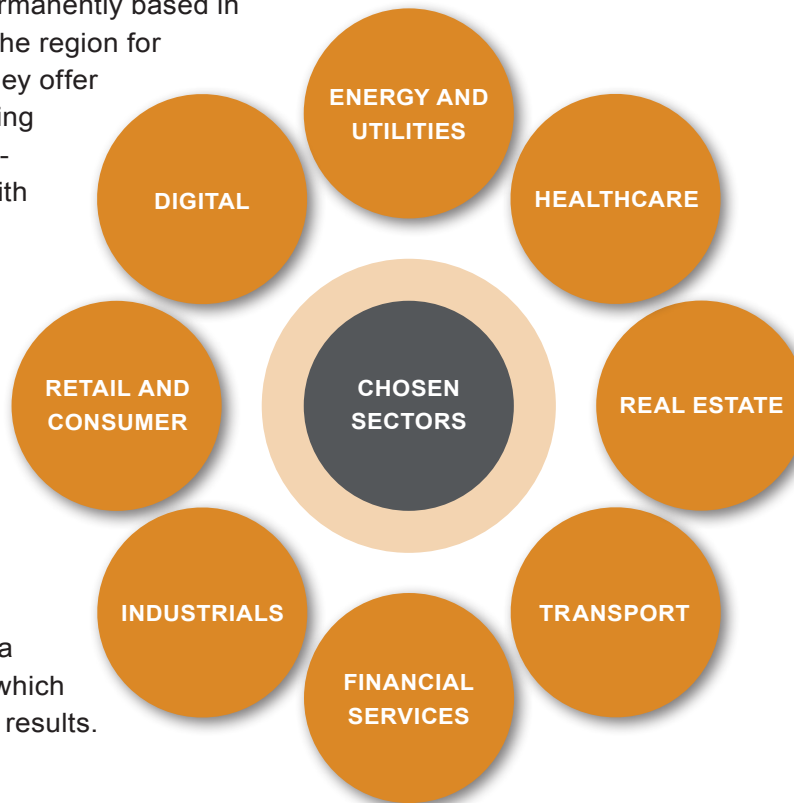
SUPPORTING OUR CLIENTS IN THE GCC

We provide legal services to some of the region's most dynamic businesses. Our aim is to make our clients' working life productive, secure and simpler.

We operate as one practice across our offices in Dubai, Doha and Muscat. Our lawyers are permanently based in the GCC and have been practising in the region for a combined total of over 100 years. They offer international expertise gained by working on complex and ground breaking multi-jurisdictional transactions combined with deep-rooted local law experience.

Over the years we have developed strong relationships with the region's key government agencies, corporate entities, financial institutions, regulatory bodies and private individuals across our main operating divisions and chosen sectors.

Our reputation for outstanding quality and certainty of service is built upon long term relationship investment and a deep understanding of client markets which creates and delivers superb value and results.



There is much talk of business partnering by law firms, Addleshaw Goddard put the talk into action.

BRITVIC

Addleshaw Goddard in the United Arab Emirates

Our team of resident lawyers have experience in working on some of the largest, most complex and unique transactions in the region. We offer a combination of international experience and capability with knowledge of local requirements which allows us to outperform in our field.

Unlike many other law firms in the region, we have members of our team who are legally-trained and fluent in Arabic who attend notary publics, government departments and regulatory bodies in the region to effect our services ensuring that we execute transactions promptly and effectively.

Our clients include:



Addleshaw Goddard in Oman

Our Muscat office is staffed by leading bi-lingual Omani and internationally trained and qualified lawyers and legal professionals. We can therefore advise on Oman law and represent clients in the Omani Courts without needing to engage separate local counsel.

Being one of only a few international law firms with an office in Oman, we combine this local 'on the ground' expertise with the wealth of experience held by our lawyers of advising on complex cross-border matters.

Our clients include:



Addleshaw Goddard in Qatar

Our experienced team has some of the region's best known and respected lawyers, offering our clients a deep understanding of Qatar and the GCC region.

We are one of the few international law firms able to offer local law advice in Qatar. We have a Qatari qualified lawyer, meaning we can advise directly on Qatari law without needing to engage separate counsel.

Our clients include:



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GCC AND GLOBAL CONTACTS

GCC



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