



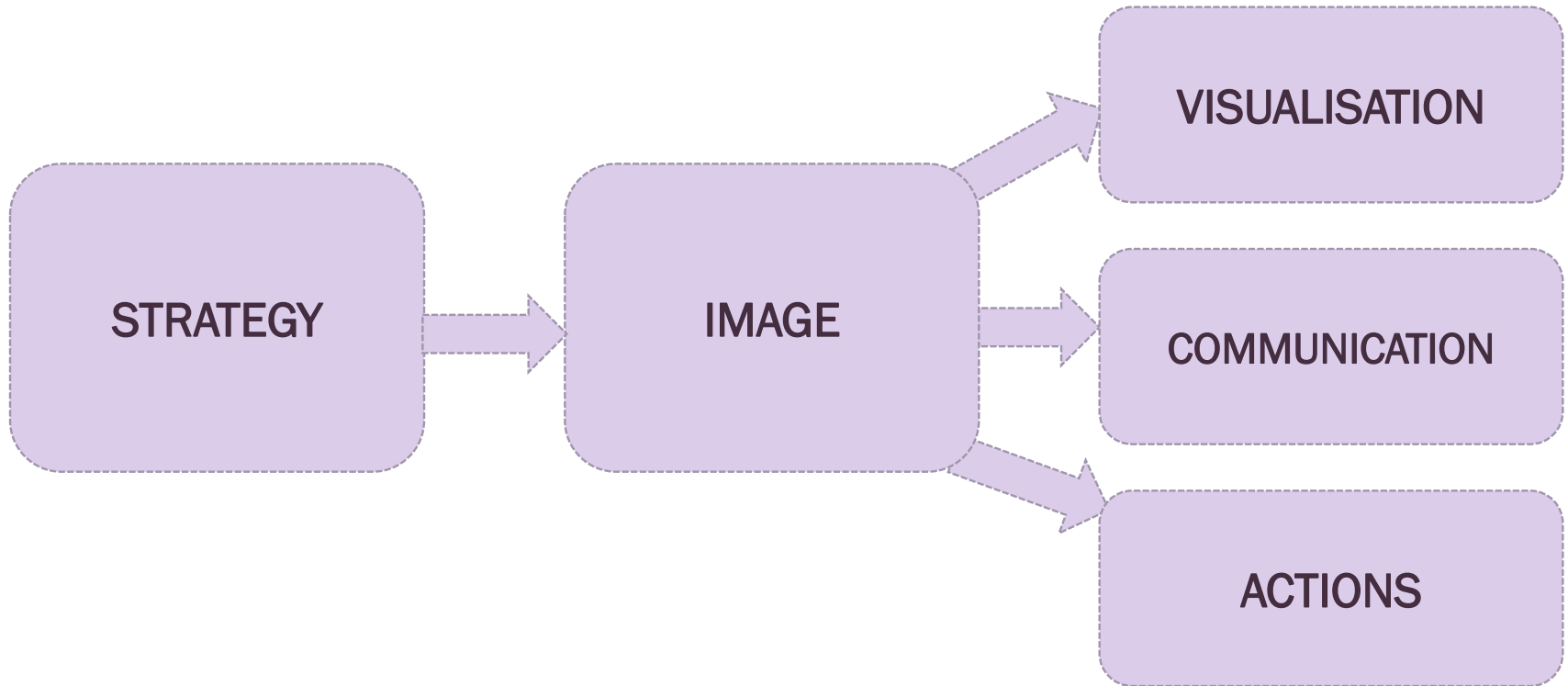
Pepeliaev Group

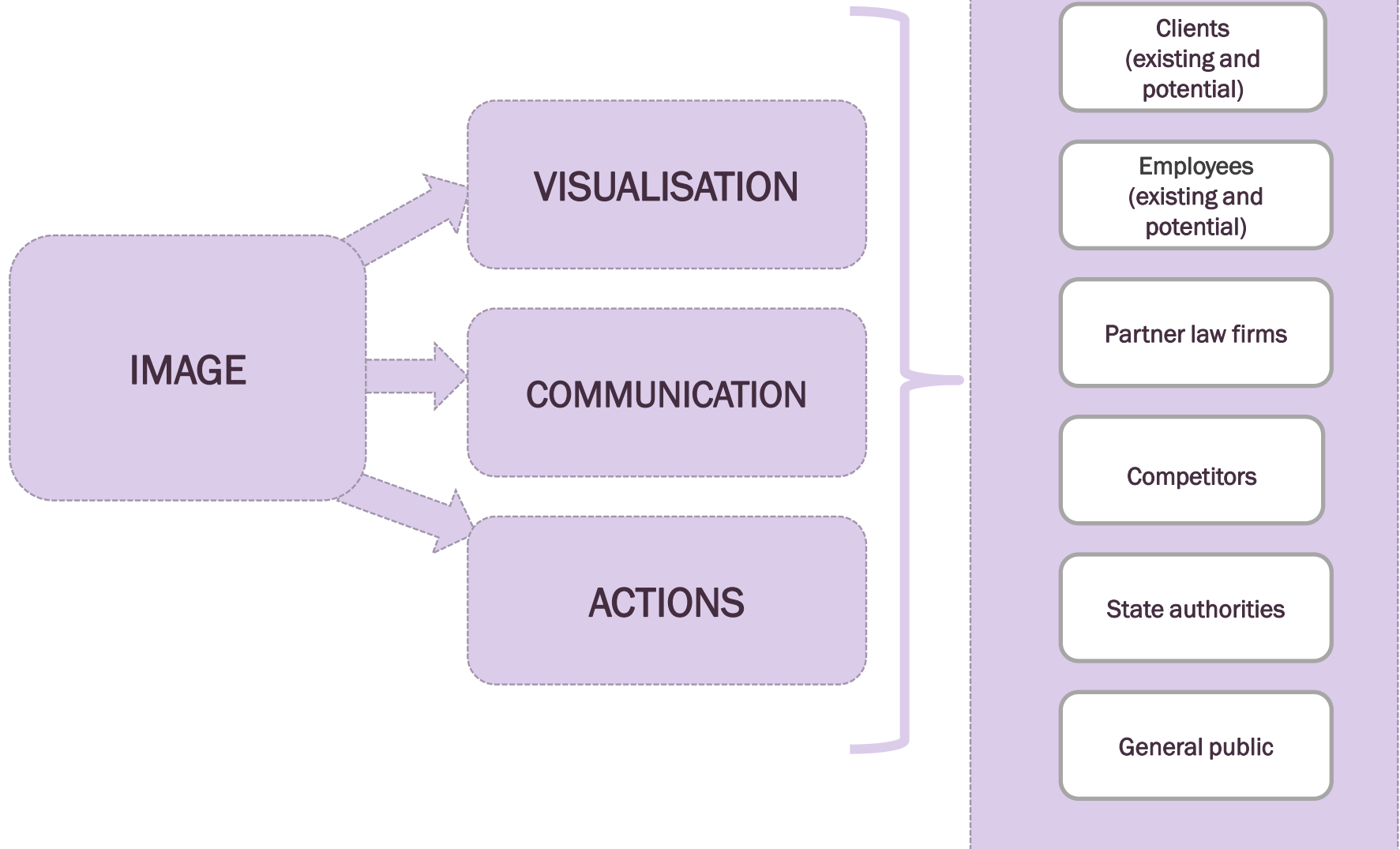
Corporate image management

December 2011

Moscow

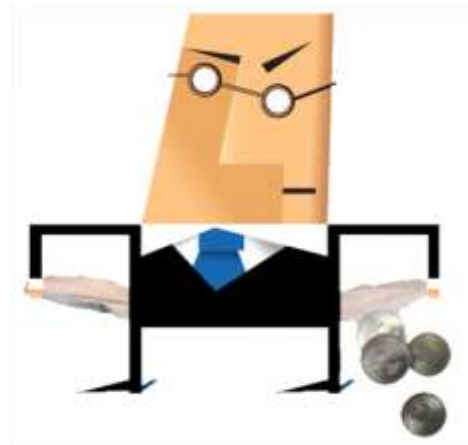
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pepeliaev group®



WHY COMPANIES CHOOSE PEPELIAEV GROUP TO BUILD A STABLE BUSINESS, AVOID LEGAL COMPLICATIONS OR OVERCOME AN EMERGENCY?

1. **Professional team:** a team of experts that can both deal with everyday matters and solve extraordinary tasks. Professional success, the trust of clients and the respect of state authorities prove our reputation.
2. **Stable company:** a large law firm that has its traditions. A well established team, large regular clientele and financial stability make Pepeliaev Group a good choice for a long-term and fruitful partnership.
3. **Convenient partner:** our advisors and attorneys care for clients and are attentive to their issues, they actually take off the weight off your shoulders. We provide excellent client service, striving to identify and solve problems in good time.
4. **Reliable company:** our lawyers do not need to be monitored. The clients know the status of their affairs at any time. They can always be certain that everything is in hand.
5. **A company that saves you money:** the firm provides excellent value for money. Clients find that their advantages considerably outweigh our service fees; we offer better rates than many other companies of our level.
6. **Reputable company:** our clients' contracting parties, state bodies and courts trust our experts' judgment. The firm's lawyers participate in legal drafting and expert committees organised by high-level authorities and administrations. They contribute to creating a favourable business environment in the country.
7. **Respected company:** our lawyers do not take part in shady transactions and never work with dubious firms. Our clients know that we do not concert with their competitors and that we resist pressure from state authorities. Our opponents in litigation prefer leading a fair play with us.



Some history

2002 – Pepeliaev, Goltsblat & Partners	2011 – Pepeliaev Group
<p>Founded in 2002</p> <p>35 employees – 18 lawyers</p>	<p>Leading Russian law firm. More than 100 references from foreign experts in all areas of the law - the company is recommended for legal support of projects in Russia.</p> <p>250 employees – 160 lawyers</p>
<p>First clients: HP, Gazprom, MARS, Danon-Bolshevik, ALROSA, Kronospan</p>	<p>More than 1000 clients, 60% of whom are international corporations.</p>
<p>Practice areas: tax, corporate, real estate, IP, dispute resolution</p>	<p>Tax law and tax disputes, corporate law, commercial / M&A, antimonopoly regulation, labour and migration law, dispute resolution and mediation, IP and trademarks, real estate and development, resources management and environment protection, administrative law defence of businesses, customs law and foreign trade regulation, criminal proceedings, legal support in investments, professional translations, services to individuals, bankruptcy, data protection, sector-based practices.</p>
<p>Office in Moscow</p>	<p>Offices in Moscow and St Petersburg. Regional partners network – projects all over Russia Membership in international associations – Taxand, TerraLex</p>

Year	Positioning
2002	<ul style="list-style-type: none">• Insights into Russian reality: “acting locally – thinking globally”• A Russian company that matches ILF levels of client service• Corporate responsibility• Professional team• Supporting first large investment projects in Russia• Sergey Pepeliaev is credited as The Father of Russian Tax Law☺



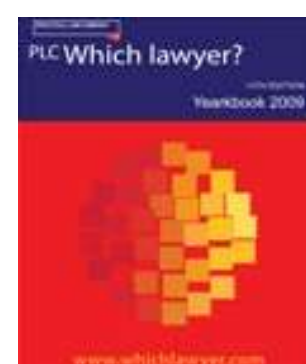
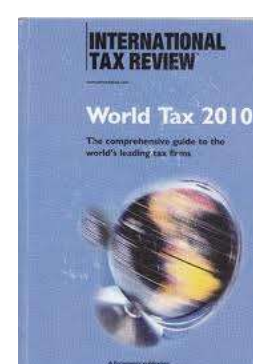
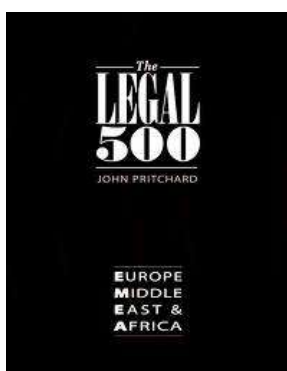
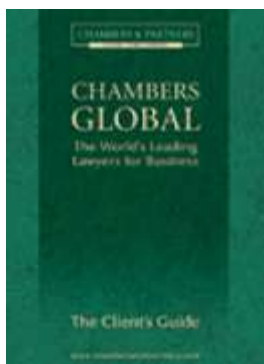
Year	Positioning
2004	<ul style="list-style-type: none">• World recognition: the first Russian law firm to be recognised on the world market (World Tax – best tax team in Europe)• Key player on the Russian market: expertise, quality, resources• First Russian law firm with ILF level of client service and business standards – a viable alternative to western law firms• Russian company with international opportunities (Interlaw)• Best tax team in Russia, strong corporate team• Proactive legislative drafting
2004 – 2007	<ul style="list-style-type: none">• Corporate responsibility• Transparency• Reliable employer• Legal expertise recognised at all levels• National level company• Support in major projects on the Russian market in all areas of law and economy

Year	Positioning
2008 – 2009 a pivotal moment in the company's history	<ul style="list-style-type: none"> • Industry focus – pharmaceuticals, oil and gas, telecom, banks, other areas. • Team – leading experts on the market (tax, customs, antimonopoly regulation, IP) • Practical application of cutting-edge knowledge • Corporate team – legal professionals with experience in leading western law firms • Providing added value to clients • Independent national law firm • Supporting academia and culture, pro-bono work • Rebranding – new corporate image, new name
2010 – 2011	<ul style="list-style-type: none"> • Proactive legislative drafting (reforming corporate legislation, Customs Union, Green Channel). • Special focus groups and practice areas – data protection, administrative law defence of business, private equity • Expanded international cooperation – membership in TerraLex, Taxand – an alternative to the Big Four, orientation towards international desks.



Year	Projects
2002	<ul style="list-style-type: none"> • Initiating business breakfasts with The Moscow Times • Becoming the first Russian law firm involved in international research projects • Active PR (comments, interviews, articles) • Following the principle of ‘openness with the press’

The Moscow Times



Year	Projects
2004	<ul style="list-style-type: none"> • Initiating the Legal Business forum together with <i>Vedomosti</i> newspaper • Publishing a monthly tax magazine – <i>Nalogoved</i> • Editing books; lawyers have their own books published • Sending newsletters to clients • Participating actively at various conferences • Initiating an academic and practical conference – Tax Law in Decisions Passed by the Constitutional Court



Year	Projects
2006	<ul style="list-style-type: none">• Taking part in the Russian Economic Forum in London initiating the law and investments session• Participating in social and economic projects, e.g. representing Tchaikovsky Moscow School of Music• Active role in reforming tax legislation• Publishing a corporate responsibility report• Arranging press-breakfasts• Appearing on TV: RBC, Zakon-TV, news programmes on Federal TV channels
2008	<ul style="list-style-type: none">• Taking part in the drafting of Olympic Games legislation for Sochi 2014





Implementing corporate image strategy

Year	Projects
2009	<ul style="list-style-type: none">• Preparing for rebranding• Launching a proactive PR-campaign to present new corporate team: series of press breakfasts, interviews, conferences• Successfully refuting hostile PR attacks
2010	<ul style="list-style-type: none">• New brand – Pepeliaev Group. PEPELIAEV GROUP brand is positioned to associate with the three main qualities of the company’s renewed business: intellectual services, the leader’s authority and the managing partners’ experience.• Launching a new website• Developing the draft law entitled “Green Corridor”, and drafted customs union legislation.• Starting to publish the journal <i>Competition and Law</i>• Joining Terralex• Participating actively in the work of Taxand• Launching a cultural project People and Taxes• Supporting Moscow Kremlin museums

PG&P

ПЕПЕЛЯЕВ, ГОЛЬЦБЛАТ И ПАРТНЕРЫ

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Implementing corporate image strategy

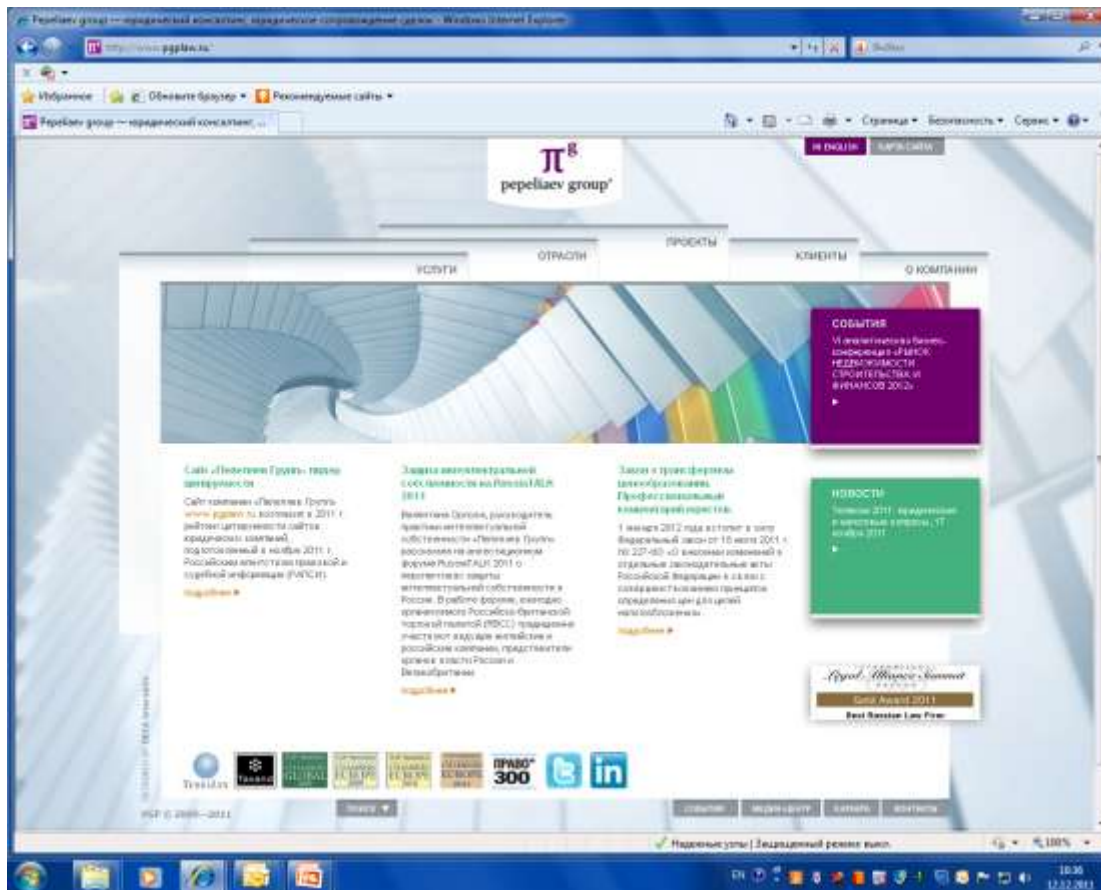
New brand



Implementing corporate image strategy



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Cultural projects



Year	Projects
2011	<ul style="list-style-type: none">• Participating in federal projects: FIFA – support in filing Russia’s World Cup bid, legal assistance on tax, labour, corporate, and antimonopoly issues, as well as in advertising, IP protection etc.• Talking part in reforming corporate legislation, drafting amendments to the Civil Code on corporate law and IP issues• Sergey Pepeliaev was hailed as ‘Man of the Year’ by Ruski Reporter (Russian Reporter) journal for implementing the strategy of an independent national law firm• The company was nominated by Legal Insight journal as Best Employer for its strategy in personnel motivation• The firm was ranked as the Best Russian Law Firm 2011 at the International Legal Alliance Summit and Awards• Pepeliaev Group was nominated by Legal Week for its European Legal Team of the Year award for the FIFA project• Conducting PR on an international level: Legal500, Legal Week, The Lawyer, ILO



Over 10 years, the company arranged for and Pepeliaev Group lawyers were involved in **2,000 different events**; our lawyers made more than 4000 speeches.

Over 10 years the company prepared **more than 5,000 presentations and speeches** and **more than 200 types of brochures and marketing booklets** on various issues.

Our company and our authors have been involved in **around 100 books** that have been **published, with a combined print run of more than 150,000 copies.**

Over 10 years, the company has been referred to in the media on **more than 10,000 occasions.**



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