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## OUR BUSINESS PRINCIPLES

We are guided by the following principles in the course of our business conduct:

1. *Find the facts:* We believe that the only way for us to serve our clients properly is ensure that we are fully informed on all relevant matters. We are committed to partnering with our clients in this regard and making reasonable enquiries to allow for this;
2. *Identify the issues:* As legal professionals we recognize that clients depend on us to help them understand the full legal picture so that they can make informed decisions. We are committed to exploring and identifying for our clients, as far as reasonably practicable, the issues arising from the circumstances they lay before us;
3. *Research smartly:* We invest heavily in various resources which we leverage to ensure that we inform ourselves properly on the issues arising out of the facts and circumstances affecting our clients. We are committed to pursuing sufficient knowledge to allow us to effectively advise our clients;
4. *Advise practically:* We understand that our clients require advice that allows them to understand not only the legal limits of their rights and obligations, but the practicality and usefulness of adopting various strategies. We are committed to providing sound, rational advice that acknowledges and carefully considers practical realities including but not limited to cost, time, effectiveness and fallout;
5. *Act responsibly:* We are ever mindful of our ethical obligations to our stakeholders. We are committed to acting responsibly in all of our business dealings by avoiding conflicts and discharging our mandate to our client in their best interests to the extent that we are entitled to do so;
6. *Use our best commercial efforts:* We understand that our clients demand consistently high levels of service. We are committed to working as efficiently and effectively as we can by adopting progressive strategies and leveraging modern resources in the interest of serving our clients' interests in a timely manner.
7. *Be honest:* We are not perfect and we consider hubris to be a liability. We are committed to being open with our Clients on all matters concerning our business with them, including promptly admitting to shortcomings so that we can work with our clients to promptly resolve them.
8. *Charge fairly:* We understand the need for affordability and certainty when exploring the market for legal services and ultimately entering into a relationship with a legal service provider. We are committed to being open and transparent in our billings so that our clients



are satisfied that they are paying fair price for the quality of services which we are committed to providing.

9. *Promote our Culture:* We believe that in order to achieve our objective, it is important to develop a culture and community that supports it. We are committed to maintaining a fair, diverse and open working environment that is conducive to promoting in our personnel the commitments identified above.
10. *Be respectful:* We appreciate that the quality of a professional relationship is heavily dependent on the relational treatment between the parties. We are committed to treating our clients with courtesy and in a manner consistent with the standards and thresholds which we hope to receive from them.