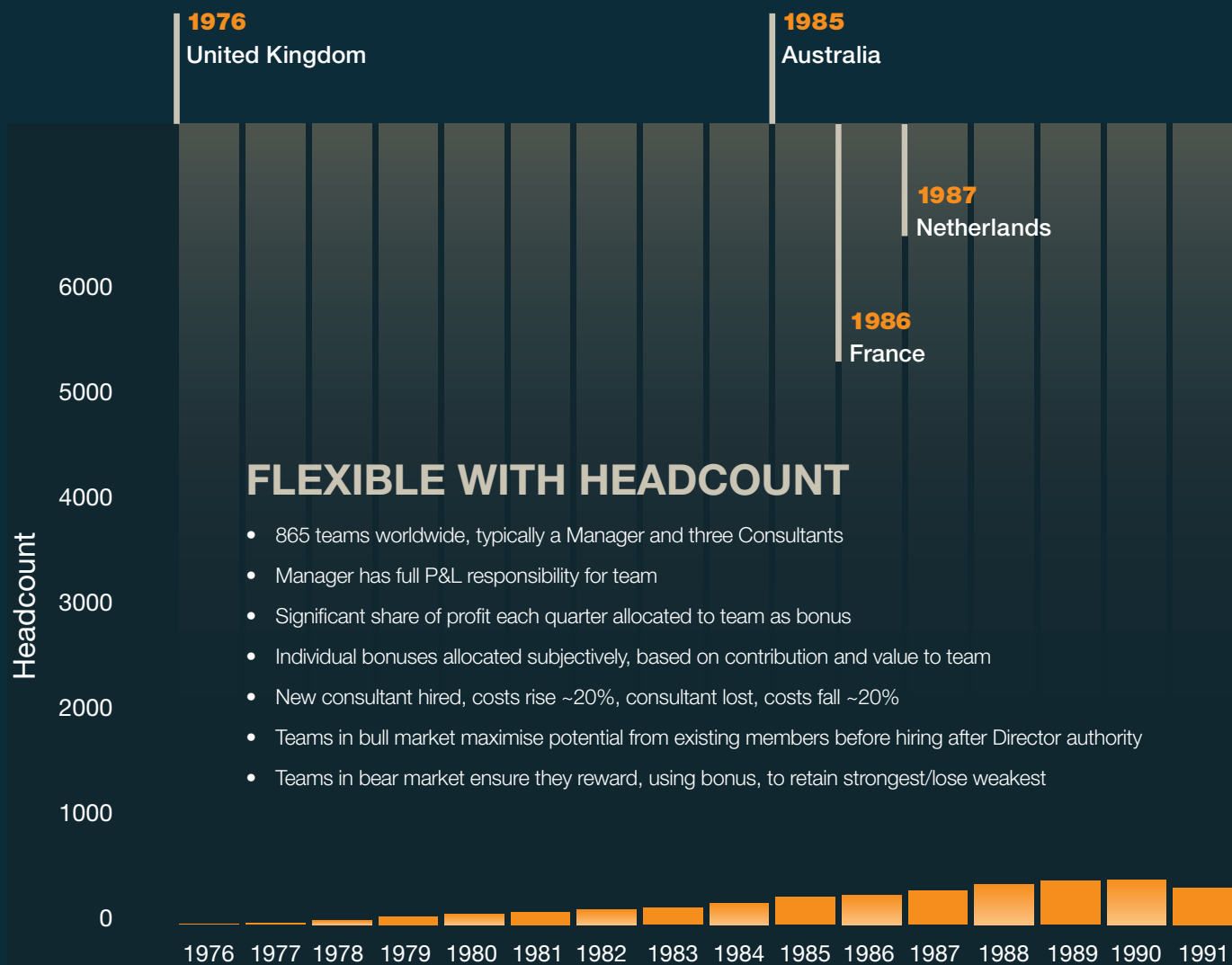


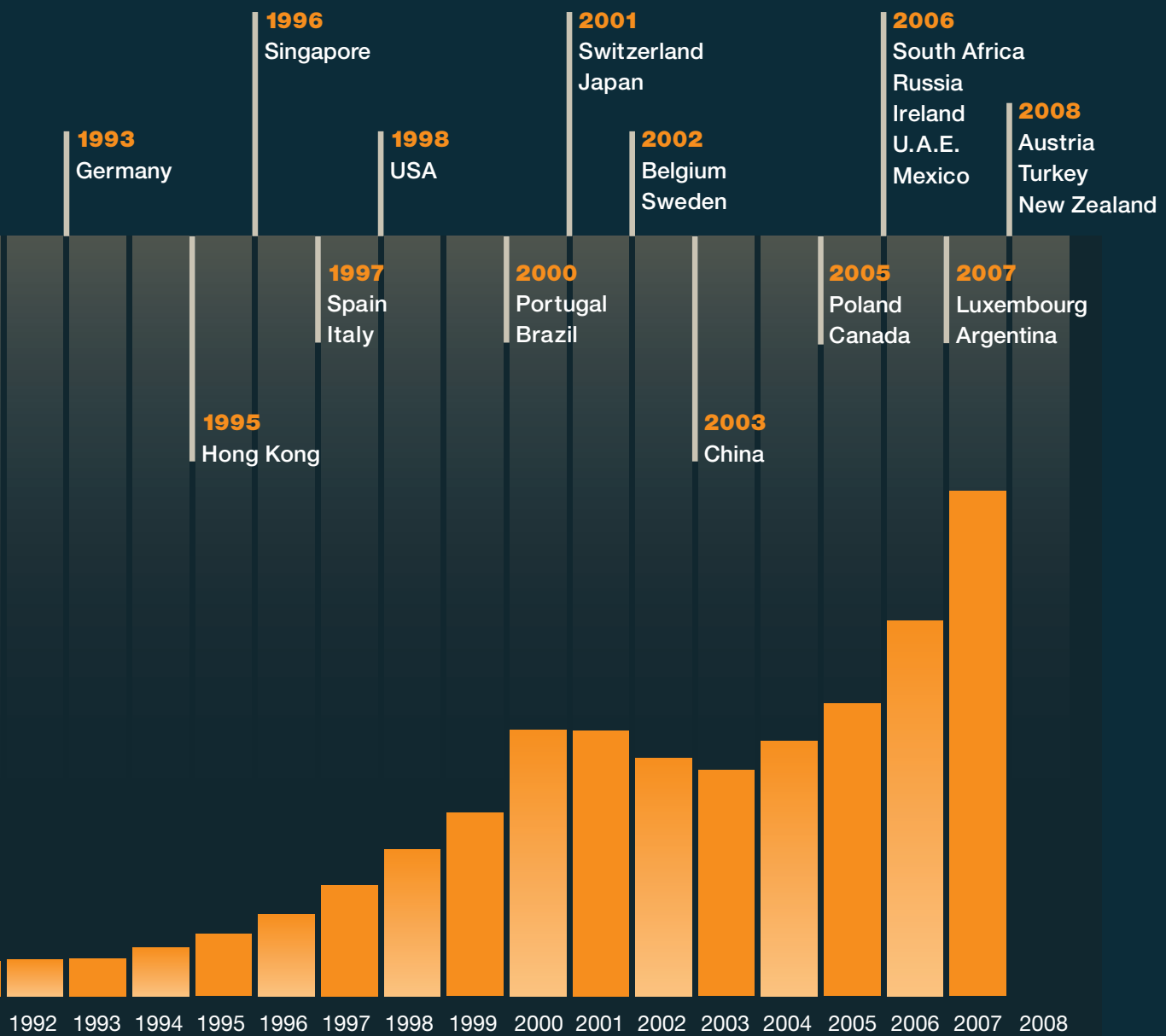
# Strategy

CONSISTENT THROUGH CYCLES

## LONG TERM ON INVESTMENT



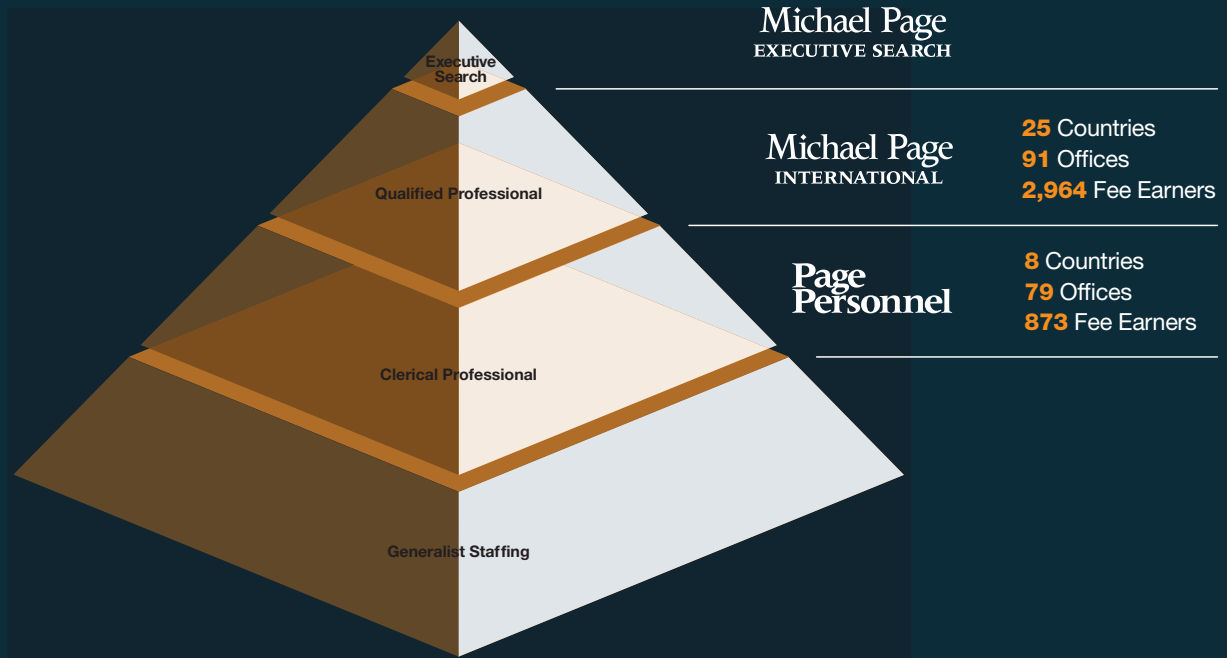
TO ORGANICALLY GROW  
 EXISTING AND NEW TEAMS,  
 OFFICES, DISCIPLINES  
 AND COUNTRIES WITH  
 A CONSISTENT TEAM  
 AND MERITOCRATIC CULTURE



# Strategy

CONSISTENT THROUGH CYCLES

## CLEAR ON BRAND



## CONSISTENT OVER TIME

- No acquisitions, one IT platform, one culture, one remuneration strategy
- Consistent recruitment, training, development to ensure consistent quality of fee earners
- Consistent brand strategy
- Organic growth, home grown Directors/MD's run all disciplines/countries
- Strategic and measured investment in downturns has maximised growth in upturns

## DEEP IN EXPERIENCE

Senior Operational Management	No.	Tenure in MP
Executive Directors	2	21 years
Regional Managing Directors	13	16 years
Managing Directors	28	11 years
Directors	134	8 years
	177	Ave c.11 years

- 100% RMDs/Executive Directors joined before 2000
- 47% RMDs/Executive Directors joined before 1990
- Directors experienced in managing upturns and downturns
- Strength of working relationships improves communication
- Hired and trained in one culture
- >50% remuneration linked to Group profit
- MDs receive LTIP, Directors share options

