

## Growth and movement.

What a fantastic adventure over the last five years! Following the thrill of its founding, we have put together a deliberate development strategy thus furthering our business adventure.

This business experience has built Alerion's specific profile, enabling its lawyers to fully understand their client's position. The firm also provides a unique service: Alerion has rid itself of the outdated lawyer's procedures and has adopted a new attitude. Instead of using the law by itself, we include the client's business issues in the solution we offer. Knowing our clients is the key to success given that to properly assist or defend, one first needs to understand.

Alerion is a medium-sized firm. This creates a close link between us and our clients who therefore know each lawyer involved in their file and enjoy a direct contact. Thanks to our adaptability, we constantly combine the legal issue with the business dimension.

Even though our firm is independent, we have from the outset built relationships, with correspondents in Europe, in the United States and Asia, more particularly in Korea, China and Vietnam.

These founding rules have enabled Alerion to grow continuously over the last five years symbolized by our new office.

Moving to 137 rue de l'Université has allowed us to welcome our clients in a larger environment and has provided our lawyers with even better working conditions.

2008 also highlighted Alerion's international scope: following the opening of its office in Singapore, a partnership was signed with the Canadian law firm Lette & Associés. Alerion has broken free from the static culture of the bar so as to be closer to its clients and their corporate culture, as well as around the globe.

Jacques Bouyssou

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## OUR SERVICES

CORPORATE, MERGERS &  
ACQUISITIONS, PRIVATE EQUITY

REAL ESTATE, CONSTRUCTION,  
INSURANCE

TAX

LABOR & EMPLOYMENT

BANKING AND FINANCE

LITIGATION (AND DISPUTE RESOLUTION)

COMPETITION, DISTRIBUTION,  
CONTRACTS

PRODUCTS LIABILITY, INDUSTRIAL  
RISKS, INSURANCE

ASIAN DESK

INTELLECTUAL PROPERTY/MEDIA

## OUR PROFESSIONALS

Jacques Bouyssou	Fahima Gasmî
Pierre-Olivier Brouard	Aude Hernu
Dominique Doise	Karine Khau
Christophe Gerschel	Éric Khau
Joong-Ho Kim	Christian Kim
Gérald Lagier	Benjamin Krief
Philippe Mathurin	Julien Lebel
Jacques Perotto	Virginie Le Bourbon
Philippe Pescayre	Jérémie Mancel
Catherine Robin	Sibylle Mareau
Asim Singh	Sophie de Marne
Stanislas Vailhen	Edwige Mathieu
Nicolas Mathey	Valérie Mayer
Hélène Altman	Julie Ménétrier
Delphine d'Aspe	Laetitia Mespouilles
Romain Aupoix	Vincent Poirier
Hélène Aziza	Delphine Ricard
Augustin Brajeux	Séverine Rizo Sanchez
Céline Burac	Antoine Rousseau
Thomas Debiesse	Aude Savopoulos
Sébastien Deboffle	Cécile de Smet
Coralie Dupin	Natalia Sklenarikova
Nathalie Dupuy-Loup	Nadine Ghorayeb
	Jérôme Werner

## SINGAPORE

“Alerion has chosen Singapore for its key position in Asia but also because few French firms are present there. Our Korean network also makes this a logical choice for us” explains Joong-Ho Kim, a partner of the firm.

### To assist and guide Korean and French clients in South East Asia

Singapore is a major financial centre and is a natural hub for international trade. Situated at the heart of South East Asia, Singapore is also a great place for investments all over.

“Korea is a country which invests a great deal in South East Asia from Singapore”. Alerion is also a French Korean firm, thanks to its knowledge, expertise and network, settling in Singapore to assist its Korean and French clients to establish themselves in South East Asia.

The Asian desk at Alerion has two specificities: its representative office in Singapore and its authentic Asian team in Paris. Our firm is the only firm in France which can work and provide real legal assistance, in writing and orally, in mother tongue Korean, Chinese and Indonesian with a perfect understanding of Asian clients and an ability to guide Europeans in Asia.

## CANADA

“Our partnership with Lette has enabled us to broaden our international dimension. We share the same adaptability and professional values and our client is the permanent focus of our concern” says Christophe Gerschel, a partner at Alerion.

### Lette Alerion: Insuring the flow of French investments in Canada and Canadian investments in France.

A partnership has been created between the law firm Lette (Lette & Associés in Montréal and Lette Whittaker in Toronto) and the Parisian firm Alerion. Lette has had for the last 50 years some of the largest Canadian and European groups as clients. Many small businesses also rely on Lette for assistance with legal and tax matters. Lette mainly deals with foreign investments, working alongside governments and public organizations developing investments on their territory.

“Our partnership with Alerion allows us to put at our clients’ disposal, a team of first-class professionals offering all required specialities in the heart of Paris” explains Bernard Lette, managing partner of Lette.

### Reinforcing our relationship with Germany

Alerion benefits from this relationship to develop its connection with Germany via the partnership between Lette and the law firm Munich Knorr, existing since 2003.

“The partnership Lette & Knorr has allowed us to meet Günter Knorr and to start working with his firm. He has become a strong partner for our firm” notes Patrick Lescop de Moÿ, a partner of Alerion.

## IN A NUTSHELL

- 1 A firm based in Paris mastering more than ten languages, composed of multicultural teams working mainly for the Asian, Spanish and German departments, with lawyers registered at the New York Bar and some twenty correspondents all around the world, assisting clients on all continents.
- 2 A representative office in Singapore allowing us to assist our clients in their developments throughout South Eastern Asia.
- 3 Canada: a partnership with the law firm Lette & Associés who also has a partnership in Germany with the firm Knorr.

Legal expertise in all fields of corporate law with top quality service adapted to the situation, and a unique strategy for each client.

**REAL ESTATE CONSTRUCTION : 8 lawyers** who deal with the various steps of a construction operation, from the search of the real estate to the study of the responsibilities and guarantees. The firm has developed significant expertise in specialised litigation in real estate and construction but also in public markets.

**CORPORATE LAW, MERGER AND ACQUISITION, PRIVATE EQUITY: 13 lawyers and 2 paralegals.** Alerion has become extremely competent in the private equity field, mainly in the biotechnology and new technology fields, and offers a wide range of services in mergers and acquisitions but also in corporate law.

**TAX LAW : 8 lawyers.** Renowned expertise in all domains of business tax with several special subjects of interests, real estate tax, tax optimization of transnational operations and defence of category interests. The firm has several times successfully managed to change various administrative doctrines mainly in the domain of VAT and local tax on businesses.

**LABOUR LAW : 6 lawyers and 2 paralegals.** The labour law department acts in various fields in both contentious and transactional matters. It has mainly developed specific skills in social welfare law and in more innovating subjects such as Corporate Social Responsibility.

**COMPETITION DISTRIBUTION : 4 lawyers.** This department deals with distribution, competition and contract laws. Pragmatism allows our firm to advise and defend companies in their relationships with their clients, suppliers and competitors as well as with administrative and legal authorities.

**INDUSTRIAL RISK AND INSURANCE : 6 lawyers.** The department's major area of practice are insurance law, the responsibility for products and installing and also work-related accidents and litigation for inexcusable misconduct.

**BANKING AND FINANCES : 7 lawyers.** The department is composed of lawyers with experience who have pooled their various professional skills and work on banking litigation matters or assisting financial establishments during their specialised financing operations. Moreover, it is to be noted that documentary credit is one of the department's specific areas of expertise.

**LITIGATION : 6 lawyers.** This department works alongside all the other departments and treats a large variety of files. It has developed specific expertise in litigation for corporate law and white collar crime.

**ASIA : 6 lawyers.** The multicultural team of the Asian department can deal with a large variety of files and operations in English, French, Korean, Russian, Czech, Slovakian, Chinese and Indonesian. Close ties with Korea, reinforced by the creation of a representative office in Singapore in 2008, have allowed our firm to have a major knowledge of the needs and approach of its Asian clients, mainly Korean, and to assist its European clients in Asia with efficiency.

**INTELLECTUAL PROPERTY / MEDIA : 2 lawyers.** The team deals with all aspects of Intellectual Property Law and unfair competition as well as media law.

## IN A NUTSHELL

- 1 Alerion is a multidisciplinary firm composed of lawyers specialised in all fields of business law.
- 2 An economic issue generally entails several legal issues. Alerion has thus built multidisciplinary teams dedicated to respond to particular needs of economic life: Corporate Social responsibility and sustainable development, real estate tax, biotechnologies, sport law, energy law, legal audit, etc.
- 3 Recognized by universities and famous professional training institutes: Evry, Nanterre, Dauphine Universities, EFB or even ENM seek advice from Alerion's lawyers, as well as Francis Lefebvre training, Liaisons sociales, EFE, etc.

## WHAT'S NEW AT THE FIRM



### Growth and development of the teams:

Alerion welcomed two new partners, Philippe Pescaire in the tax department and Asim Singh who created the Firm's Intellectual Property/Media department. Cécile de Smet (tax), Laetitia Mespouilles (competition distribution), Aude Hernu (real estate), Virginie Le Bourdon (labour law), Aude Savopoulos (corporate), Hélène Altman (real estate), Eric Khau (Asia department), Romain Aupoix (Labour law), Julien Lebel (tax), Augustin Brajeux (litigation) and Thomas Debiesse (Intellectual Property) have all recently joined our team.

**New office :** On July 21st, 2008, Alerion vacated their office space at 5 rue Jean Mermoz which had been their home since the creation of the firm, and moved into 137, rue de l'Université in the 7th district of Paris: testament to its successful growth, Alerion has doubled its former surface and the new premises offer a better capacity to welcome its clients.

**Breakfasts :** We are always seeking to offer improved services to our clients. In addition to the firm's flashes and newsletters, Alerion offers a focus on legal news topics in a way allowing exchange with specialised lawyers on these questions and adapted to the rhythm of corporate life thanks to breakfasts.

The subjects dealt with: Finance Law 2009; pension system, contingency and URSSAF risks: a last chance to secure your contracts; commercial negotiation between suppliers and distributors: the major principles of the law on economy modernization, settlement in Canada, etc.

**A new website :** Alerion's website has evolved and has been updated in September 2008 in order to demonstrate the growth of the firm. It will soon be available in Korean, English, Spanish and German!

### 2008/2009 deals :

Kadrigé : fund raising amounting to 3.7M€.  
 Pizza Pino / CDC enterprises : fund raising amounting to 6M€.  
 Bestofmedia Group/ Index Ventures: fund raising amounting to 22.5 M€.  
 Edrip: transfer of the group Alturia which has generated 20 M€ income in 2007, to the group ACG which has now 35 M€ income in insurance.  
 Mauna Kea Technologies: fund raising amounting to 30M\$.

**IBA :** Joong-Ho Kim and Christian Kim were in Hong-Kong at the beginning of September 2008 to attend a conference of the International Bar Association dealing with Asia's position in international business. Catherine Robin travelled to Italy to attend the annual competition conference.

## RANKING AND PRIZES



Alerion is the 68<sup>th</sup> French firm according to Radiographie 2008 of Juristes Associés.

Private Equity Magazine: 7<sup>th</sup> in the ranking of corporate law firms in 2008 in the field of advice venture/development capital.

In 2008, for the 7<sup>th</sup> edition of law trophies, Alerion received the prize for the rising firm in the category capital investment: capital risk.

## PRO BONO WORK



### Hmongs in French Guyana

The firm is fighting for the repatriation of a hundred Hmong who are currently living in precarious and dangerous conditions in Thailand, towards French Guyana where a French community of Hmong has settled over the last decades. This repatriation is very much welcomed in Guyana where support is very high, in particular from Guyana's Bishop.

### Madagascar

Alerion has provided law books to postgraduate students at the University of Tananarive (Madagascar).

### The royal Korean archives from Oegyujanggak to the National French Library

On September 9<sup>th</sup>, 2008, Joong-Ho Kim introduced a return request of the royal archives to the French Embassy in Seoul. This case dates back to 1866. The French navy confronted the Korean army on the Kanghwa Island. The Chosun dynasty governing the country owned a treasure: the royal documents from Oegyujanggak, 1000 archive books on the history of the Chosun dynasty, of which 297 will be taken away by the French. Today, a century later, these are filed in the National French library in Paris. This has been much publicised in Korea where public opinion wishes to recover these documents which are part of the country's cultural heritage.