

M. Firon & Co. Advocates & Notaries

LEADING EXECUTIVES Michael Firon Yehuda Karni* Haim Sarov Eldad Firon Zvi Firon Raphael Melman	Itzhak Narkiss Renato Jarach Joseph Halevy Rivi Firon-Irani Tamar Firon-Smorodinsky Efrat Rand Dan Alon	Jacob Sarov Gili Riesel Shay Huberman Eran Rosenberg David Hamou Hedva Hess-Kibash Gail Etzion	Jacob Enoch Danny Kabir Zvi Haimovitch Michael Oiknine Yanir Algoeti Ronen Maor Hedva Cohen-Haramaty	Niv Sever Yaron Tal Sharon Adler Noemi Schmayer <i>*of counsel</i>	ESTABLISHED 1950 LINE OF BUSINESS Law firm	PARENT COMPANY Jerusalem: Address: 3 Am Ve'Olamot St., Jerusalem 95463 Tel: 972-2-6537993/4/5, 972-2-6511162 Fax: 972-2-6514025 E-mail: r_jarach@firon.co.il	Be'er Sheva: Address: Lev Hacity (entrance B) 2 Hatikva St., Be'er Sheva 84893 Tel: 972-8-6235555 Fax: 972-8-6235556 E-mail: albo_avi@firon.co.il	Firon Bar-Nir & Co. (Europe) Ltd.: Union Building Campineanu 11, Bucharest 70116, Romania Tel: 40-21-3123388 Fax: 40-21-3124686 E-mail: firon-barnir@rdsnet.ro
---	--	---	---	--	---	--	---	---

M. Firon & Co. was founded in 1950 by Michael Firon and former Israeli Minister of Justice Yaakov Shimshon Shapira, and is one of Israel's top ten law firms. Under the leadership of Advocate Zvi Firon, M. Firon & Co. offers a wide variety of civil-commercial legal services under one roof providing every client with a full package of personal, high quality assistance.

M. Firon & Co. is consistently rated by Dun and Bradstreet and the European Legal 500 as one of the ten largest and most prominent law firms in Israel, with 82 lawyers, including 25 partners.

The professional staff at M. Firon & Co. includes lawyers who are well-known in their fields of practice, who have outstanding backgrounds and excel professionally, combining a wide range of legal knowledge and experience with financial and commercial understanding.

Practice Areas of M. Firon & Co.

M. Firon & Co.'s practice areas include Israeli and international corporate law, litigation, insurance, commercial law, local and international corporate finance, mergers and acquisitions, investments and joint ventures, high-tech, real estate law, capital markets, construction, infrastructure and public works, anti-trust law, administrative law, and special expertise in the defense industry.

The Departments of M. Firon & Co.

Corporate and Business: Headed by Advocates Zvi Firon and Gail Etzion, the department attends to the planning and execution of complex mergers, acquisitions, and structural changes in corporations for its clients in the hotel, defense and insurance industries, and companies operating in the retail and wholesale trades in all market sectors. The department also attends to the necessary

reorganization and the tax structure stemming from such changes. Likewise, the department represents Israeli and foreign corporations with regard to the formation of joint ventures and the acquisition of property and securities, as well as providing legal services to insurance companies, venture capital funds, high-tech clients, and telecommunication companies.

Real Estate: Headed by Advocates Itzhak Narkiss, Gili Riesel, Shay Huberman and Eran Rosenberg, the real estate department provides comprehensive legal services from the initial stages of a project through its planning and construction, and ultimately, the marketing, rental and sales.

In addition, the real estate companies receive ongoing legal advice on all matters related to property tax, financing, and all other legal aspects of a project. The clients of M. Firon & Co. include leading residential and commercial real estate companies in Israel and overseas. The firm is involved in some of the largest and most complex real estate deals in Israel.

Litigation and Public and Administrative Law: Headed by Advocates Zvi Firon, Renato Jarach, Efrat Rand and David Hamou, the department represents commercial and private clients from Israel and overseas in complex commercial litigation issues related to every aspect of civil-commercial law, including intellectual property and copyright law and class actions.

M. Firon & Co. also represents its clients in every aspect of administrative law. Under the leadership of Advocate Renato Jarach, former director of the High Court of Justice Department of the State Attorney's Office, and one of the leading attorneys in the field, and advocate Danny Kabir, M. Firon & Co. has handled some of the most important and fundamental cases that have ever been brought before the High Court of Justice and the Administrative Courts.

Energy and Natural Resources: Ranked by the

European Legal 500 as among the three leaders in this category in Israel, the department, led by Advocate Eldad Firon, is involved in the country's most significant energy transactions and represents major local and international corporations. M. Firon & Co. represents the Israel-Egyptian consortium that is Israel's main provider of natural gas, a venture generating billions of dollars in revenues.

Commercial Law: Headed by Advocates Raphael Melman, Rivi Firon-Irani, and Jacob Enoch, M. Firon & Co. provides comprehensive advice to Israeli companies and projects on the various legal aspects of their commercial activity, including anti-trust laws and various regulatory matters, and aims to meet all of the clients' commercial needs, including the drafting of commercial agreements of every type, for its corporate and private clients.

Construction: Headed by Advocate Raphael Melman, M. Firon & Co. provides some of the biggest, most complex projects in the Israeli construction industry with legal assistance and advice in all stages of the project. The department has been involved for many years in projects involving the construction of hospitals, hotels, industrial plants, roads, bridges, gas pipelines, purification plants, and commercial and residential developments across the country.

Insurance: Headed by Advocate Joseph Halevy, the department provides a wide range of legal services to both insurers and the main insurance organizations in Israel. The legal services provided include advisory services concerning insurance law, as well as the representation of the insurance industry before, inter alia, the Israeli Parliament, the Commissionaire of Insurance, the Ministry of Finance, and other governmental bodies. The department also represents insurers and insurance organizations in cases of fundamental importance to the insurance indus-

try. Advocate Joseph Halevy is a member of the governmental committee, which examines the implementation of the Compensation to Victims of Road Accidents Act.

Infrastructure: Headed by Advocate Tamar Firon-Smorodinsky, M. Firon & Co. represents large corporations and conglomerates, as well as major contractor groups, in BOT project tenders and extensive projects such as the Light Rail Systems in Jerusalem and Tel Aviv, and the Carmel Tunnels in Haifa. M. Firon & Co. has also been involved in energy and water projects and the construction of roads, ports, marinas, refineries, gas facilities, and student dormitories.

Capital Markets: Headed by Advocate Dan Alon, the department provides a wide range of legal services, to public companies, corporations, concerns, trust funds, companies listed on the Tel Aviv Stock Exchange, and other organizations in the financial sector. The department has extensive experience in the field of public and private offerings, and represents companies in initial public offerings in Israel and overseas. As such, M. Firon & Co. is involved in the ongoing activities of public companies, trust funds, pension funds, index-linked notes, and investment funds, including hedge funds.

International Corporate: Headed by Advocate Noemi Schmayer, M. Firon & Co. provides multifaceted advice to Israeli and foreign corporations, investment funds and high-tech companies, encompassing often complex and multi-jurisdictional transactions. The department provides comprehensive legal assistance related to deal structuring, conducting negotiations, and all stages of client activity, including investment transactions,

mergers, acquisitions and corporate financing, licensing or sale of intellectual property, and a wide variety of joint venture transactions, many of which are conducted in the United States, Western Europe, China, and Hong Kong.

Family Owned Companies: M. Firon & Co. specializes in the provision of general legal advice and comprehensive legal solutions to private clients and family owned companies, including advice on taxes, estates, wills, and related arrangements.

International Activities: Headed by Advocates Itzhak Narkiss and Jacob Sarov, M. Firon & Co. manages diverse international activities on behalf of its clients in Israel and around the world. The department works closely with both Israeli and foreign investors, especially in Eastern Europe, providing legal solutions to further their business objectives. Together with Advocate Ron Bar-Nir, M. Firon & Co. operates law offices in Romania, Serbia, Montenegro, Ukraine, and Bulgaria. M. Firon & Co. also represents clients with businesses in various African states, the Caribbean and South America.

M. Firon & Co. Pro Bono Assistance: As a promoter of community service M. Firon & Co. and its attorneys contribute to the community, with the firm providing pro bono assistance to clients of limited means who require legal representation. M. Firon & Co. views pro-bono work as an integral part of its work.

Client Base of M. Firon & Co.

M. Firon & Co.'s impressive list of clients includes well-known ones that are leaders in their fields. These include the largest hotel chain in Israel, the largest construction corporations in Israel, the largest health-maintenance organization in Israel, the largest private company in the Israeli

defense industry, a multinational company in the renewable energy field, the largest insurance companies in Israel, the Insurance Association, the Israel Trust Fund Association, investment companies operating in Israel, the largest communications companies in Israel, industrial and high-tech corporations, start-ups, retail and wholesale companies in various market segments, companies in the satellite communications field, local authorities, and public and government companies.

Interlaw

M. Firon & Co. is the only Israeli representative in the well-known Interlaw network, which is comprised of some 60 law firms from around the world.