

FIRON LAW FIRM

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm. The firm currently has nine branches in Israel and around the world and a legal team of more than 300 lawyers and legal interns.

The firm's uniqueness lies in its wide professional versatility, encompassing more than 40 practices in areas of civil and commercial/business law and litigation practices — all under one roof. The firm is thus able to provide its clients comprehensive and professional services, based on the wide professional expertise and perspectives of its departments and teams, together with its emphasis on close personal attention by the Firm's partners.

From its inception, the firm defined its basic values, to which it remains faithful today. These include professionalism and continuous learning, loyalty, ethics, and discretion, combined with innovation, creativity, and contribution to the community, strategic involvement in the client's decision-making process, thorough familiarity with the domestic and international business scene, and an overall understanding of the client's needs — both legal and business.

This unique combination allowed the firm to cultivate connections over decades with many of its clients while, at the same time, developing a rapid and thorough understanding of the legal needs and business activities of new clients. The firm's clients include some of the most dynamic and best-known Israeli and international businesspeople and companies, including government ministries and entities, industrial companies, multinational companies, and leading public and private companies in their respective fields. The firm's clients operate in all areas of industry and commerce, including technology and high-tech, insurance, infrastructure, defense industries, real estate, tourism, banking and finance, trade, venture capital funds and investment, energy, pharmaceuticals and medicine, communications and media, and more.

Over the past seven decades, during which Firon Law Firm has developed and grown together with the Israeli economy, the firm has gained diverse skills and experience across the full range of commercial / business legal and litigation areas. The pride of the firm is its lawyers. The firm's success is the direct result of the quality and uncompromising professionalism of the legal team, which includes some of the best lawyers in Israel. This eminent team, which balances its constant desire to learn, set precedents, and break new ground with the traditional conservatism of the profession and its values, has made its mark, over seven decades, in all areas of Israeli law.

In this way, the firm gains consistent recognition, year after year, for its quality endeavors and excellence in its diverse areas of practice. In addition, many of the firm's partners are personally ranked as leaders in their fields, reflecting the firm's permanent position in the top tier of law firms for more than 70 years.



**"Top professionals, target-focused, 24/7
availability"**

The Legal 500

FIRON



70 YEARS OF EXCELLENCE

The firm provides legal consultancy in more than 40 areas of law under one roof, including Real Estate, Infrastructure and Project Finance * Litigation and Dispute Resolution * Capital market and securities * Mergers and Acquisitions * International Corporate & Commercial * Class Actions Litigation * Energy * High-tech and Startups * Intellectual Property * Urban Renewal * antitrust and Competition * Labor law, and more.



INTERNATIONALS NETWORKS

Firon Law Firm has been chosen as the sole representative in Israel of Multilaw and Interlaw, prestigious networks that incorporate dozens of top law firms from more than 150 countries.



ACHIEVEMENTS

The firm's impressive capabilities are regularly acknowledged by the most prestigious Israeli and international legal guides, including BDI, Dun's 100, IFLR 1000, The Legal 500, Chambers Global, and GCR.

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ENVIRONMENTAL LAW

As a leading law firm in the real estate and infrastructures sector in Israel and worldwide, Firon Law Firm has gained significant experience in environmental matters and provides both institutional and private clients with advice on all the legal aspects of environmental law – civil, administrative, criminal and regulatory.

The Environmental Law Department advises its clients on issues of regulation, licensing and managing environmental risks. The Department's team is well experienced in representing the business sector before the range of relevant authorities and government ministries including the Ministry for Environmental Protection, Ministry of National Infrastructures, Ministry of Economy, Ministry of Health, the Israel Water Authority, the Ministry of the Interior and Knesset Committees.

The Department's clients receive legal advice and support in and before all the relevant statutory and regulatory bodies, including contacts with the national authorities, support in routine activities in complying with environmental regulations, holding compliance checks regarding the treatment of waste, environmental planning, air emissions, industrial effluents, hazardous materials, environmental reports etc.

The Department's partners provide complex opinions on environmental law including legislative initiatives, advising clients in planning processes, conducting surveys and rehabilitative activities, and representation in the field of wastewater, recycling, garbage etc.

The Department's professional team supports the firm's clients in internal organizational streamlining processes by analyzing existing processes in the company and adapting them to the complex regulations, with careful attention to costs savings and including preparations for internal compliance and enforcement plans. The firm also supports its clients and their officeholders in environment-related administrative, civil and criminal proceedings.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advising on environmental legislative and regulatory proceedings;
- Integrating environmental policies and preparing compliance and enforcement plans;
- Representation before Government Ministries, the Israel Water Authority and the National/Regional Water Entities;
- Representation of landfills businesses;
- Preparing complex opinions;
- Advising on consumer laws;
- Representation in administrative, civil and criminal proceedings.

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INTERNET, GAMING AND E-COMMERCE

The Internet is developing at a dynamic pace and in tandem with legal principles and legislation that govern it. Firon Law Firm was among the first to identify the challenges of the sector since its inception and has since developed a leading and an internationally recognized practice in the Internet, Gaming and E-commerce fields.

During the years in which the firm has accompanied the development and growth of this sector, the firm has gained invaluable experience and has developed a deep familiarity with this eco-system. Today, the firm is one of the leading firms in this sector, in general, and in the fields of Gaming and E-commerce, in particular.

In the Gaming field, the firm's experience emanates from its on-going representation of some of the most well-known online businesses (both B2B and B2C), software and gaming developers and providers for regulated online gambling sites, and operating platforms providers for casual gaming, as well as from its extensive experience advising or dealing with digital marketing companies (such as affiliate marketing), payment processing companies, etc.

In the E-commerce world, our firm supports well-known and leading retail companies that are digitally selling and marketing a range of products and services. Legal support covers the entire advertising, marketing and sales process conducted over the Internet and in designated apps. The legal package includes, inter alia, designing the websites' terms of service (T&C's) and privacy policies, as well as dealing with various consumer and fair-trade matters, cross-border privacy concerns, app development contracts, agreements with credit and processing firms, etc.

The firm provides its Internet, Gaming and E-commerce clients with a complete suite of services covering all their legal needs, including on-going commercial advice, contracts with international content providers, game development studios, and advising on various licensing and software development arrangements, including branding deals. In addition, the firm is heavily engaged in the investment and M&A activity of companies operating in this sector.

The firm is a member of global law firms' networks and has decades of experience collaborating with leading foreign law firms, in a manner that allows our clients to benefit from leading local legal practitioners' advice in practically any location they operate across the globe. This advantage also allows the provisioning of comprehensive and precise advice in all regulatory and licensing aspects routinely faced by our clients in various jurisdictions.

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70 YEARS OF EXCELLENCE

The firm's clients also benefit from the firm's partners' strong business acumen and deep involvement in clients' strategic planning endeavors, as well as from the leadership and guidance of a highly specialized partner in each and every case, as required for the particular engagement or service.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- On-going commercial advice;
- Contracts with international content providers;
- Joint ventures;
- Branding deals;
- Licensing and software development arrangements;
- Overseas regulatory advice;
- Investment and M&A work;
- Support in founding, running, and selling game development studios (Real Money and Casual Gaming) and otherwise advising tech startups operating in these fields;
- Designing apps' and websites' terms of service and privacy policies;
- Designing rules for compliance with regulatory demands and various consumer and fair-trade laws;
- Agreements with credit and processing firms.



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ENERGY

Firon Law Firm is one of Israel's leading law firms in the energy sector. The firm represents some of the largest Israeli and foreign companies in the sector, and over the years advised on breakthrough projects worth billions of Dollars in Israel and around the world.

The firm's lawyers have expertise in complex, capital-intensive projects involving corporations, foreign investors, government agencies, and leading-edge technologies. The firm's energy practice has received high recognition by the foremost Israeli and international legal rating guides, which consistently rank it as a leading firm in this field.

The firm supports a broad spectrum of energy projects in such areas as water, gas, oil, and renewable energy, including solar and wind energy, server farms, and storage of energy. The firm's lawyers specialize in all aspects of projects, including public tenders, project financing, drafting infrastructure agreements between the project's parties, and settling disputes that arise during the work.

The firm possesses special expertise in preparing and conducting negotiations for engineering, procurement, and construction (EPC) agreements, operating and maintenance (O&M) agreements, and power purchasing agreements (PPA).

The firm's team has significant experience in supporting international energy projects. In recent years, the firm's lawyers have represented Israeli and international companies in their operations worldwide, including in Asia, Europe, and South America.

The ability to lead energy projects throughout the world is unique in Israel to Firon Law Firm and is the result of the firm's international expertise and familiarity with the complexities of the international energy sector.

'They are highly motivated, ambitious in finding creative solutions, support each other and are pioneers in the market.'
Chambers and Partners

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Supporting all aspects of energy projects including public tenders, agreements and settling disputes;
- Engineering, Procurement & Construction (EPC) agreements;
- Operation and Maintenance (O&M) agreements;
- Power Purchasing Agreements (PPA);
- Routine advice and support for companies in the regulatory field including with the Israel Electric Authority, the Israel Land Administration, and relevant government ministries;
- Project finance.

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INTERNATIONAL ARBITRATION

Firon Law Firm is one of Israel's leading and most experienced firms in the field of international arbitration. The firm has unique professional experience in representing clients in arbitration proceedings worldwide.

As a firm whose activities span the world, its partners have gained experience and expertise in leading the most complex arbitration proceedings, involving billions of dollars, before a range of arbitration tribunals, under different foreign jurisdictions.

The firm is proud of its prominent involvement in a range of arbitration proceedings including the Egyptian gas pipeline case, as well as other complex disputes between foreign governments, multinational corporations, senior businesspeople, and investors.

THE FIRM HAS RICH EXPERIENCE IN REPRESENTING CLIENTS BEFORE INTERNATIONAL ARBITRATION INSTITUTIONS INCLUDING:

- The arbitration court of the International Chambers of Commerce (ICC),
- The London Court for International Arbitration (LCIA),
- The International Center for Settling Investment Disputes (ICSID),
- The Permanent Court of Arbitration (PCA) in the Hague,
- As well as in arbitration procedures in the US, UK, Switzerland, Hong Kong, Germany, France, and more.



***'The best team in Israel handling international
arbitration issues'.***

The Legal 500

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COMPREHENSIVE LEGAL SERVICE BEFORE INTERNATIONAL ARBITRATION INSTITUTIONS, INCLUDING:

- ICC;
- LCIA;
- AAA;
- PCA;
- ICSID;
- UNCITRAL;
- Other leading arbitration institutions worldwide;
- Ad-hoc arbitrations.

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INSURANCE

Firon Law Firm is one of Israel's leading law firms in insurance. For decades, the firm has reliably represented almost all the largest insurance companies in Israel. Over the years, the firm has handled major insurance cases and contributed to the formulation of significant legal precedents that have shaped the entire insurance market. The firm's insurance practice earns high praise by the various rating guides, as viewed by its constant appearance in the top ranks in this sector.

Firon Law Firm provides all the country's top insurance companies with comprehensive legal services, including representation before the Supervisor of Insurance, government committees, and even the Israeli Parliament in regulatory proceedings that affect millions of insurance policies. The firm also specializes in litigation in this field, representing its clients before the various courts and committees in Israel and overseas. In addition, the firm has unique expertise in class action suits filed against insurance companies and has been the leading firm in handling most of these proceedings in Israel in recent years.

The firm is also an expert in other insurance-related legal fields, including contract law, torts law, property law, corporate governance (including specializing in its special implementation in insurance companies), antitrust law regarding insurance, constitutional law, and administrative law. Having worked in the insurance field for many years, Firon's attorneys are among the most experienced in this area in Israel. They offer the firm's clients their significant domestic and international know-how, which spans the entire insurance sector. In addition to their wealth of experience in the practical world, the firm's lawyers have a rich academic background in this field. Some of the firm's attorneys have served as lecturers at various academic institutions and have highly praised and quoted books on insurance issues.

'Firon Law Firm represents insurance companies in class actions, matters before the Capital Market, Insurance and Savings Authority and competition law disputes. It also handles a range of corporate matters, including investments, issuances of debentures and acquisitions.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Representation before the Supervisor for Insurance, government committees, and the Knesset;
- Representation in regulatory proceedings;
- Litigation in Israel and abroad;
- Defending class action suits;
- Contracts Law;
- Torts Law;
- Property Law;
- Constitutional and Administrative Law;
- Training and support for communications and working with the Commission for Equal Rights of Persons with Disabilities;
- Support for internal legal advisors, accessibility coordinators, and professional staff.

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BLOCKCHAIN AND SMART CONTRACTS

Firon Law Firm is the largest and leading law firm in Israel to have first identified, the potential and infinite applications of blockchain technology.

By its very nature, use of blockchain technologies and the development of smart contracts based on it, arises a broad range of new legal and regulatory questions.

As a pioneer in the field, Firon Law Firm set up a research comprehensive team in collaboration with leading firms around the world in order to provide its clients with services in this field. Consequently, the firm has developed expertise in all matters relating to blockchain and its applications including smart contracts, cryptocurrencies, DApps, and more. The firm thus provides support in all the legal and regulatory related aspects (including securities law, money laundering, banking, intellectual property, protection of privacy and more).

In addition, the firm's lawyers, as pioneers in researching and handling the field, have authored many articles and serve in positions such as Chairperson of the Blockchain and Digital Currencies Committee of the Israel Bar Association.

The combination of the aforementioned advantages ensures that Firon's clients benefit from comprehensive and tailor-made legal solutions, while enabling the firm to be the first in reacting swiftly and effectively to the regulatory changes and developments in this sector in Israel and worldwide.

'Firon's FinTech department rests upon well-established experience in the real estate, infrastructure and financial institutions practice areas. The firm is recognized for its strength in insurance and capital markets matters. M. Firon is particularly focused on delivering a high level of service on mandates regarding blockchain technology, smart contracts and ICOs.'

Chambers and Partners

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BANKING AND FINANCE

Firon Law Firm is one of the leading law firms in Israel in banking and finance. Over the years, the firm has led numerous substantial financing deals, handling their high sensitivity and complexity with expertise. The firm's clients include the largest Israeli and international banks, financial institutions, and insurance companies, as well as the biggest Israeli corporations.

The legal team's proficiency and experience in banking and finance give it a significant advantage in supporting the legal and business aspects of any transaction in these fields. These strengths are backed up by the team's outstanding abilities in related sectors such as real estate, infrastructure, and projects, energy, mergers and acquisitions, antitrust, receiverships, liquidations, and insolvencies.

The department advises its clients in all the legal aspects of this sector, including complex public and private capital raising and financing deals, issuing convertible bonds to the public as new or recycled debt, and unique offerings by private bodies to investors registered to trade on the institutional systems of the Tel Aviv Stock Exchange, bonds issued with liens registered for the bondholders, and more.

The department specializes in supporting clients in complex bond deals, including the sale of loan portfolios to banks and other institutions or listing for trade on the Tel Aviv Stock Exchange. The department also supports its clients with banking transactions and in agreements with the banking system.

The department supports the structuring, negotiating, and closing of finance for infrastructure and energy projects, representing both developers and financing parties. In addition, it provides routine support to various financial organizations, including banks and institutional bodies in deals in real estate, infrastructure, projects, and energy. The firm also frequently handles the financing aspects of mergers and acquisitions and arrangements between creditors and debtors for both Israeli and foreign financial institutions.



'We hold Firon as premium law firm: best services, best know-how, best staff, and leaders in real estate and finance.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Due diligence;
- Financing agreements;
- Guarantee agreements and tracking registration;
- Supporting the preliminary terms for entering a valid financing agreement;
- Representation before accompany bodies;
- Representation and support before the ratings agencies;
- Representation and support before the various regulators – Israel Capital Markets Authority, Israel Securities Authority and the Bank of Israel;
- Representation before advisory bodies and financial support;
- Representation of trustees and financing agreements.

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IMMIGRATION LAW

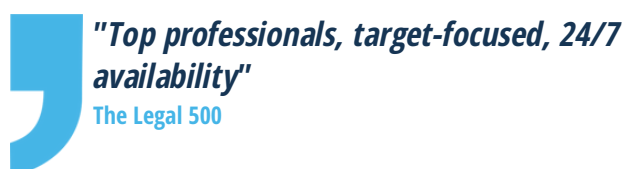
Firon Law Firm has a highly experienced immigration law practice. The firm represents wealthy businesspeople seeking to immigrate to Israel, advising them on a broad range of legal issues. The firm's clients include high-net-worth individuals who receive advice on immigrating to Israel, returning residents' issues, Israeli and foreign taxation, citizenship, and questions regarding their marital and family status, including common-law spouses, marriage and divorce, inheritance law, as well as comprehensive consultancy about their assets in Israel and around the world.

The firm's attorneys specialize in personal wealth management during the immigration process by using creative tools and planning an efficient legal and taxation structure for each asset that considers current and future needs. The firm has extensive experience in discussions and negotiations with the authorities and institutions responsible for handling "olim" and other immigrants, including embassies, Ministry of the Interior, Ministry of Immigrant Absorption, National Insurance Institute, Israel Tax Authority, etc.

The firm's practice is not limited solely to Israel. Firon's lawyers have close working relationships with accountants, lawyers, financial institutions, and the various authorities in many countries around the world. This extensive network of contacts in Israel and overseas, together with thorough knowledge of immigration laws, enables the firm's attorneys to support clients throughout the immigration process, from beginning the process overseas, through handling the issues that arise over the move, and on to arrangements for permanent residency in Israel.

Our firm has unique expertise in providing legal support and assistance to Israeli and international companies in issuing working permits and visas to foreign experts, enabling them to work in Israel. This encompasses handling the employee's entire process from start to finish.

In recent years, we have seen a significant increase in the employment of foreign experts in Israel, resulting from growing globalization and the transfer of skilled employees between countries. There has also been a substantial rise in both national and private projects and mega-projects, which are often carried out by overseas companies and foreign experts who possess unique know-how for implementing these projects.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Filing applications for foreign expert work visas and permits;
- Filing applications for visas for commercial visitors;
- Temporary resident visas, Israeli citizenship, permanent residence for married spouses or common-law partners of Israeli citizens;
- Immigration to Israel under the Entry into Israel Law, visas to stay in Israel, including assisting foreign citizens who were rejected from being allowed to enter Israel;
- Assisting with settling client statuses opposite the Population and Immigration Authority and the Ministry of Interior by submitting applications for Israeli identity cards, passports and travel documents;
- Assisting with and advising on the "aliya" process to Israel vis-a-vis the Jewish Agency, Nativ, the Ministry of Absorption, the National Insurance Institute, with obtaining provisional and permanent residency, returning residency, returning minors, migrant citizens, etc., under the Law of Return; Submitting internal appeals to the Population and Immigration Authority, the Ministry of Interior, representing clients before the administrative appeal and petition tribunals;
- Applications for foreign worker permits in the nursing sector and obtaining work visas for foreigners working in the nursing sector;
- Advising clients throughout the process of checking paternity as well as paternity, familial relationships and genetic testing claims;
- Submitting applications to humanitarian committees.

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INHERITANCE AND ESTATE LAW

Firon Law Firm is one of Israel's leading law firms in Inheritance and estates. The firm's unique expertise, broad experience, and extensive professional knowledge have made a great impact on this field in the State of Israel, helping to shape regulation and playing an active role in amending existing legislation.

The firm works closely with large, high worth clients in crafting and drafting wills while maintaining absolute discretion and taking into consideration all of our clients' specific and complex requirements, in Israel and abroad, based on our deep understanding and thorough mastery of Israeli law and in collaboration with local firms in matters of international law.

The department's team, driven by knowledgeable, expert, and richly-experienced attorneys, designs optimal solutions for the full spectrum of its clients' legal, commercial, and business needs and handles large, complex inheritance disputes, be they local or international, as well as commercial disputes involving family and estate law. Our team advocates effectively for the firm's clients, appearing in a wide range of probate proceedings including will contests, will rescission, invalid gifts within the family unit, etc.

Firon Law Firm integrates resources from its family law and private wealth management practices in order to furnish its clients with an all-encompassing and uncompromising approach to their individual and family's legal needs. The department leverages its synergy with all of the firm's departments and primarily with the commercial litigation department. This interdepartmental coordination facilitates strategic tax planning and minimization.

Our combination of personal attention, sensitivity, and discretion in professional legal counsel, enriched with years of experience, yields creative, innovative solutions, allowing us to give our clients among the best of legal services in trusts and estates law in Israel.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Establishing endowments;
- Trusts;
- Estate administration and registration of estate assets;
- Drafting of agreements between heirs as well as tax consultation;
- Will contest and defense;
- Will cancelation;
- Rescission of gift agreements;
- Rescission of gift undertakings;
- Objection to inheritance and probate orders.

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FAMILY LAW

In September 2021, the Law Office of Lihi Cohen Dembinsky merged with Firon Law Firm Established in 1998, the Law Office of Lihi Cohen Dembinsky was consistently recognized, prior to the merger, as one of the leading boutique law firms in family law by the local ranking guides DUNS and BDI, owing to its vast experience in handling high profile cases in both the civil and rabbinical courts.

Firon law firm's family law department offers professional service, with sensitivity and discretion, for issues ranging from divorce, support, visitation, and parental estrangement, through partnership dissolution, balancing of resources, goodwill, guardianship, estate management, will contest, and kidnapping (Hague Convention), as well as litigation regarding continuous power of attorney.

Personal and attentive relationships, legal know-how, skilled litigation, and building unique strategies are an inseparable part of the service we provided to each and every client.

Similarly, the department boasts unique expertise in drafting domestic harmony agreements, and, alternatively, handling divorces, as well as preparing joint life and divorce agreements. The department team is possessed of extensive, professional experience in handling family law cases in all forums including the Family Court, rabbinical courts, and the various appeals courts.

The firm's family law department fully leverages its synergy with the rest of the firm's departments, especially the trusts and estates department and private wealth and trusts department, which supports high-net worth businesspeople in Israel and abroad with all aspects of managing and preserving family wealth for future generations.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Representation in divorce proceedings;
- Parental estrangement;
- Resource balancing;
- Goodwill and reputation;
- Kidnapping (Hague Convention);
- Domestic harmony agreements, joint life agreements, and divorce agreements;
- Continuous powers of attorney;
- Guardianship;
- Financial agreements: Prenuptial, postnuptial, etc.



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ANTITRUST AND COMPETITION

Firon Law Firm's Antitrust and Competition Department has for many years been ranked as one of the leading and highest quality practices in Israel in this field, and the department's partners are known and reputable both in Israel and overseas. As one of the longest-established departments in Israel in this area of law, the team has significant experience and proven abilities in providing advice on competition and antitrust to leading Israeli and international companies, on agreements and complex transactions, and on joint mergers and acquisitions. The antitrust team continually strives to support clients in order to ensure the maximum freedom of commercial activity within the law.

The team has many years of expertise in consultancy, presentation, and obtaining approvals for merger and acquisition deals, even in markets with little competition and in cross-border transactions, where the firm provides ongoing support for its clients – including many market leaders and even companies holding a monopoly – in their routine management to ensure compliance with the requirements of the law and the competition regulator. The firm's lawyers have an impressive record of appearances and negotiations with the Israel Competition Authority. The team has successfully represented the firm's clients in all types of litigation proceedings in the field, including class action suits, proceedings in the competition tribunal, and criminal proceedings in the District Court and the Supreme Court.

The firm provides its clients with strategic consultancy regarding all aspects of competition law. Among others, the firm provides major financial and real economy organizations with close support on the Law to Promote Competition and Reduce Concentration (Concentration Law) and offers advice to its clients engaged in commerce and distribution on the Law to Promote Competition in the Food Sector. The department's lawyers are also experienced in preparing and integrating internal compliance programs to suit the organization needs and comply with the antitrust instructions for commercial companies and professional associations.

Firon Law Firm's clients in the field of competition and antitrust include the largest and best-known companies operating in the Israeli economy, in such areas as defense, energy, tourism and aviation, pharmaceuticals, distribution, insurance, finance, infrastructure, and more.

The firm also supports many international companies in their activities in Israel. The firm's clients enjoy first-rate professional support with an approach that promotes transactions with maximum caution and responsibility, from lawyers with decades of experience in the field (formerly with the competition authorities in Israel, the US, and the EU), a thorough understanding of the sector, essential experience in all enforcement and litigation proceedings, and out-of-the-box thinking.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advice on Competition Law, the Concentration Law, and the Food Law;
- Advice on restrictive arrangements and collaborations between corporations;
- Negotiations in mergers and designing optimal transactions in view of the Competition Law;
- Submitting merger notifications for domestic and cross-border M&A transactions;
- Litigation in Competition cases, including representation in court;
- Designing and integrating internal compliance programs;
- Support in all areas of administrative and criminal enforcement.

'The team has an excellent ability to understand what is required in various different matters, displaying a high professionalism and service.'

The Legal 500

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DATA PROTECTION AND PRIVACY

Firon Law Firm is a pioneer in the field of Data Protection and Privacy in Israel. The firm has built a leading practice in supporting many companies in all areas of industry in Israel and worldwide, and at the same time gain a high reputation in handling privacy in the dynamic cybersecurity sector. The firm's attorneys provide its clients a solution for this all-embracing sector, including representation in real-time before the authorities and courts on alleged infringements of privacy, including preventative measures to ensure in advance that clients' businesses comply with the legal requirements in this field.

The firm provides its clients with routine legal advice in Data Protection and Privacy and in dealing appropriately with the regulations that have developed on these issues including with the Ministry of Justice's Privacy Protection Authority, representation before all authorities and courts in privacy violation claims, providing routine consultancy to prevent such violations, protection of personal data, application of the Protection of Privacy Law, 5741 – 1981 (the "Privacy Law") and its regulations, support and advice in complying with the European General Data Protection Regulation (GDPR), and acting for and representing clients before the Privacy Protection Authority in cases of auditing, data security incidents, and drafting professional opinions.

Our firm supports Israeli and international companies in a broad spectrum of issues in this sector, including transferring personal data out of Israel, using cloud computing services, forming agreements to gather and use personal electronic data, legal support in overseeing the use of organizational computerized systems by employees, registering databanks, routine work with the regulator, and more.

The firm's clients in the field of Privacy Law include Israeli and foreign government offices, public and private companies, financial institutions, insurance companies, pharmaceutical companies, hotels, fashion chains, and more.

Firon Law Firm stands at the forefront of privacy law in Israel due to its attorneys' renowned expertise and deep familiarity with the enforcement authorities and the procedures in the sector. The firm's clients are ensured quality representation with genuine added value. In addition, in accordance with its outstanding international character, the firm routinely provides advice in implementing privacy laws as they apply to its clients' international operations and to transferring data to or from Israel.



FIRON



70 YEARS OF EXCELLENCE

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advice in complying with privacy and data protection regulations;
- Advice in complying with GDPR instructions;
- Representation before the Privacy Protection Authority;
- Representation in applying the Protection of Privacy Law, 5741 – 1981;
- Registering databases;
- Advice in protecting personal data;
- Professional opinions;
- Representation before all authorities and courts;
- Monitoring employees in organizational computer systems.

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HI-TECH AND STARTUPS

Firon Law Firm has a strong and well-respected tech and startup practice. The firm specializes in supporting tech companies in every industry and sector, from startups to huge multinationals. The firm provides its clients full support over the entire lifecycle of the company from founding through all the financing rounds from the seed stage, representation during routine operations, preparing complicated tech licensing, employment and all other required agreements, until its sale (exit). Firon's advocates have experience spanning the complex activities of its clients, including supporting their international operations.

The firm has special expertise in supporting M&As in the tech sector, many of which involve the world's top tech giants. The firm's lawyers have significant experience in supporting both sides in deals—the buyers and those being acquired—and the commercial and legal understanding required to promote these transactions effectively, professionally, and profitably.

The firm's clients enjoy the one-stop-shop services of the firm's various departments, including Intellectual Property, Labor Law, Employee, and Senior Executive Remuneration, Privacy, Securities and Capital Markets, Litigation, and Antitrust.

The firm's clientele includes Israeli and foreign companies in all fields, including companies operating in software, cybersecurity, telecommunications, medical devices, life sciences, gaming, renewable energy, blockchain, fintech, insurtech, cannabis-tech, property-tech, agritech, and more.

The firm also has an extensive practice in representing investors in this field, including Israeli and foreign venture capital funds, tech incubators, strategic investors, institutional investors, and angels.

The firm's lawyers have many years of experience in the Israeli and international tech market and are proud of their contribution to some of the most influential deals and developments in the field in recent years, which have had a major impact in Israel and abroad. The firm's endeavors in the tech field have consistently earned it the highest rankings in this sector in Israeli and international rating guides.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Preventative advice and ongoing updates;
- Litigation and representation in class action suits;
- Formation of work plans;
- Prelitigation reviews;
- Support for installation and application procedures for accessibility plans;
- Training for employees and managers;
- Formulation of opinions and recommendations;
- Adapting internal policies;
- Training and support for communications and working with the Commission for Equal Rights of Persons with Disabilities;
- Support for internal legal advisors, accessibility coordinators, and professional staff.

'The mixture of expertise in tech and general commercial work creates a good results in any legal challenges our company faces so far.'

The Legal 500

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COMMERCE, DISTRIBUTION AND FRANCHISING

As one of Israel's first law firms to operate beyond the country's borders, Firon Law Firm has gained rich experience in all the legal and regulatory aspects of international commerce, as well as experience in legal support and representation of import and export companies. The firm's experience ranges from small ventures to multinational companies and major corporations, including manufacturers, suppliers, and companies marketing the world's best-known and biggest-selling brands.

The firm's clientele comprises leading importers and distribution companies across all sectors, including consumer products, food, fashion, chemicals, pharmaceuticals, consumer goods, and the various logistical services. The firm also represents exporters to countries worldwide.

As a leading law firm, Firon Law Firm provides a broad view and experienced response to all the commercial needs of its clients in the fields of distribution, commerce, and franchising. The firm provides comprehensive legal support in all stages of involvement, including consultancy for routine issues such as commercial agreements, intellectual property, competition and antitrust matters, distribution agreements, franchise agreements, agency agreements, commercial cooperation agreements, joint ventures, financial agreements, discount agreements, and more.

The department's partners and associates have earned an outstanding reputation for their comprehensive experience in acting for clients on both sides of deals-manufacturers and suppliers on the one hand and agencies and distributors on the other-with a deep practical grasp of all aspects of the transaction. The thorough work of the department's team is evident in their understanding of the unique issues and needs of each client in accordance with the client's field (both in Israel and abroad), such as handling product standards, import regulations, marketing, and distribution of products in Israel, and so on.

The department's clients benefit from the close personal attention of one of the experienced partners, who will offer a comprehensive strategic perspective on all the client's needs, including support in parliamentary legislation proceedings and broad legal assistance from the Litigation department.

"Top professionals, target-focused, 24/7

availability"

The Legal 500

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Strategic planning, advice and routine representation;
- Distribution agreements;
- Franchise agreements;
- Agency agreements;
- Commercial cooperation agreements;
- Financing agreements;
- Joint ventures;
- Discount agreements;
- Commercial agreements;
- Intellectual Property and Trademarks;
- Competition and antitrust matters.

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URBAN RENEWAL

Firon Law Firm is one of Israel's leading law firms in real estate, infrastructure, and project financing and has pioneered the urban renewal legal practices in Israel, including evacuation & construction and TAMA 38 earthquake retrofit projects. The firm's partners have practicably paved the way in setting and defining the legal structure and policy in this area.

As a result, Firon Law Firm regularly appears in the top tier ranking of the leading Israeli and international legal rating guides in the real estate and construction areas and for 8 years has been ranked by the Madlan Real Estate Center, as the leading firm in representing promoters of urban renewal projects.

Urban renewal projects are extremely complex and call for extensive legal and practical experience in their handling, especially in understanding the sensitivity needed when one party consists of a large number of stakeholders. Firon Law Firm excels in these two fields and this is the reason why the firm is counted among the law firms that is able to support so many of these projects from their inception through to their successful completion.

Firon's lawyers have a particularly seasoned practice in all stages of planning and implementing urban renewal projects from the most preliminary phases of contracts with apartment owners and initial checks, through the planning stages – both when promoting urban building plans and structuring complex consolidation and separation plans, onto registration and issuance of building permits, through financing and bank support, negotiation and completion of agreements with contractors and the implementation and construction stage, sale of the apartments, delivery to the owners and registering their rights in the Land Registry. Firon Law Firm's lawyers also have a proven successful track record in settling disputes arising during these projects, including representation in lawsuits in all levels of the courts and in arbitrations. But perhaps more important – the Firm's experienced team has the ability to avoid disputes.

The firm represents Israel's largest developers in urban renewal and is supporting hundreds of projects at any given time.

The firm's urban renewal activities are spread throughout the country and are also supported by the Firm's branches in Haifa and Beer Sheva. The combination of uncompromising professionalism, thoroughness, personal attention, creative thinking with 'out of the box' solutions and being advised by a partner with major experience in settling disputes in similar circumstances enable the firm's clients to successfully complete each and every project.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Assistance in preliminary checks / advice in bidding for tenders;
- Contracts with apartment owners;
- Support in the planning and registration stages;
- Financing and banking support;
- Apartment separation and allocation procedures;
- Agreements with contractors and advisors;
- Support during implementation and construction works;
- Sale of apartments;
- Settling disputes.

'The firm has managed to solve some complicated legal issues regarding planning and zoning which have helped us maximize the potential of some of our projects.'

The Legal 500

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RESTRUCTURING & INSOLVENCY

Firon Law Firm is one of the most active and respected firms in the fields of Restructuring & Insolvency. The firm's Partners have gained experience over decades in this area, during which time they have served as officers in large corporations (including public companies) as representatives of creditors (including Israeli and foreign financial corporations and bondholders) and as representatives of corporations caught up in insolvency proceedings. In addition, due to the expertise of the firm's Partners, they have served as members of the relevant committees of the Israel Bar Association and shaped the sector in Israel.

At any given time, the firm's lawyers are handling dozens of the best known and complex insolvency cases in the Israeli economy, some of which are worth hundreds of millions of shekels. The firm's activities in these areas consistently earn praise and appreciation in the various rating guides, which rank the firm in the top-quality rankings year after year. The firm's Partners specialize in a broad-spectrum proceeding in the insolvency sector and are known for their ability to integrate between the legal and commercial fields, which consistently and devotedly obtaining the best results with the effectiveness and commitment. The firm's team has major experience both in legal matters and actively managing businesses, conducting payment collection proceedings, and litigation proceeding in the most complex cases of insolvency including insolvency proceedings involving international aspects.

The firm's lawyers are known for their ability to take protective and aggressive steps at the same time on behalf of their clients including appearances in all courts and including shaping and forming creditors arrangements. Over recent years, the firm has been chosen to handle the most complex insolvency proceedings and debt settlements for leading public companies in Israel, which have on many occasions been the focus of public attention.

Our firm is known as one of the leading firms in managing large scale receiverships and liquidations in Israel and overseas. The firm's lawyers are regularly appointed by the courts as liquidators, receivers, and special managers and trustees of public and private companies. In addition to its activities in Israel, the firm has extensive activities in Europe in insolvency, which are managed by the firm's branch in Bucharest, Romania.

Firon Law Firm is known as one of the leading firms in the field of insolvency in Romania and is regularly appointed by the courts there as an official in financially troubled companies and for realizing the assets of the insolvent companies.

'Excellent lawyers; extremely professional and smart, very dedicated.'

IFLR 1000

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Routine consultancy for leading companies, creditors, officials, shareholders and institutional and private bondholders;
- Managing companies and companies' assets as a court-appointed official;
- Representing the major banks in Israel in receivership proceedings.

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LITIGATION AND DISPUTE RESOLUTION

Firon Law Firm is acknowledged as one of the law firms that have shaped Israel's legal and economic landscape. The firm's litigation practice, which stands at the forefront of the firm's full-service offering, has built its reputation over a period of seven decades of repeatedly securing precedent-setting results and managing some of the most complex, high-profile and large-scale local and cross border legal disputes across all areas of the litigation practice. The firm is among the few top firms of choice for clients facing their most difficult and critical litigation.

The firm's litigation partners are considered among Israel's most senior litigators and are consistently ranked and highly recommended by local and international guides in their respective fields of the litigation practice. The litigation partners are intimately involved in the clients' legal affairs and due to their in-depth legal understanding and strong business acumen along with their thorough analysis and integration of clients' needs and considerations and an outstanding client service, our firms' clients benefit from a truly thorough, efficient, creative and winning legal advice.

Excellence, persistence, achievement, leadership and loyalty to the firm's clients form part of the core values that have helped establish and preserve the Litigation Group's reputation as one of the most prominent and successful Litigation Groups in the country. Among the Group's clients are multinational corporations, local corporations – private, public, and statutory, as well as leading and well-known business figures, from across the entire Israeli economy, including military industries, real estate, infrastructure, financial institutions, insurance, telecommunications, health, energy, tourism, retail and more.

The Group is a 80-lawyers practice Group, among which are 24 partners and 15 interns operating through 10 organic working teams, which collectively, and at any given time, manage more than 1,000 legal proceedings with a multi-billion Shekel aggregate volume, across the entire litigation spectrum. The Group's comprehensive and outstanding legal service is enabled due to the close and active interfaces between the Group and the firm's various departments. Quite frequently, the Group's partners are collaborating with partners from the real estate, infrastructure, project finance, commercial, capital markets, antitrust, employment and other departments. This unique combination of skills from various legal disciplines, generates an enormous added value to the firm's clients.

All these attributes along with other factors provide Firon's Litigation Group with a unique and proven ability to dominate and master dozens of practice areas within the corporate and commercial law fields, under one roof.

'Highly responsive and very professional', the team at Firon Law Firm is capable of dealing with almost any area of commercial litigation'

IFLR 1000

FIRON



70 YEARS OF EXCELLENCE

Throughout the years in which the firm's litigation teams have represented clients before various domestic and foreign tribunals and courts, the teams have been privileged to take part in numerous complex, high-profile and large-scale proceedings, precedent-setting decisions and legal doctrines of significant importance.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Commercial litigation;
- Cross-border litigation, including international arbitration;
- Construction litigation;
- Administrative law litigation;
- Class actions;
- Capital market litigation;
- Antitrust and Competition litigation;
- Intellectual property litigation;
- Insolvency, receiverships, liquidations and debt settlements;
- Defamation.

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COMMERCIAL LITIGATION


Firon Law Firm is acknowledged as one of the law firms that have shaped Israel's legal and economic landscape. This has been achieved over a period of seven decades of repeatedly securing precedent setting results and managing some of the most complex, high-profile and large-scale local and cross border legal disputes, across all areas of commercial litigation. The firm's reputation has extended well beyond Israel's borders due to Firon's proven ability to conduct international disputes, acting for both Government bodies and multinational corporations. The firm is proud of its dominant role in leading and navigating one of the most significant international disputes – the Egyptian gas issue – into safe waters.

Firon's Litigation Department is renowned for its remarkable ability to prevail in the most challenging cases, while setting a range of precedents in the various courts.

The firm's professional team of innovative thinkers owes its outstanding success to the firm's ethos of being uncompromisingly committed to victory and to its thorough understanding of its clients' needs and corporate culture along with its deep and nuanced understanding of every legal field, which ultimately result in the provision of the broadest possible range of effective legal and business protections for each and every client.

The above is further strengthened by the intimate involvement of a partner and the firm's various departments in each and every case. The firm is among the few top firms of choice for clients facing their most difficult and critical litigation.

Over the decades, Firon Law Firm's clients have included the largest and most well-known publicly traded companies of the Israeli economy as well as public and statutory corporations, multinationals, and private businesses and organizations from the entire spectrum of Israel's economy.



'Strong litigation capabilities and ability to study complicated situations and complicated technological materials.'
Chambers and Partners

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Representation before all courts and tribunals in Israel and abroad in complex lawsuits of the broadest scope;
- Representation in arbitrations in Israel and abroad;
- Representation in class action suits;
- Representation in derivative suits;
- Representation in administrative procedures;
- Representation in Intellectual Property (IP) suits;
- Representation in real estate, planning and building suits;
- Representation in labor law suits;
- Representation in defamation suits;
- Insolvency.

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CORPORATE LITIGATION

Firon Law Firm is recognized as one of the law firms that have significantly influenced Israel's legal and economic landscape. This recognition stems from decades of successfully managing complex and financially significant legal disputes across all areas of commercial litigation, with a particular focus on corporate litigation.

Corporate litigation, a subset of commercial litigation, encompasses various aspects of corporate and business law. Our firm possesses unique expertise in representing companies and other legal entities in Israel, including company organs, controlling owners, senior officers, directors, and shareholders in complex business disputes. These disputes may involve claims of rights deprivation, derivative claims, representative claims, contractual disputes, and claims relating to relief assessment.

Litigation proceedings entail addressing a wide array of complex legal issues within the corporate realm, such as power struggles among shareholders, management disputes, disagreements regarding credit and financing, dividend distribution, transactions with stakeholders, officer and director liability disputes, and more. Corporate litigation may also be necessitated by disputes concerning various agreements, including those related to local and international investments, financing, technology transfer, joint ventures, and strategic cooperation.

The firm also boasts extensive experience in court approval procedures, including those associated with dividend distributions, mergers and acquisitions, share purchases, and settlement arrangements under sections 350 and 351 of the Companies Law. Additionally, our department's team is highly adept at managing legal proceedings involving regulatory bodies such as the Competition Authority, the Securities Authority, the Tax Authority, and others.

The remarkable success of our professional team can be attributed to our unwavering pursuit of victory and our thorough understanding of our clients' needs, coupled with a comprehensive grasp of all legal issues involved. Furthermore, each client benefits from our firm's legal and business support, facilitated by the collaborative efforts of all departments and the dedicated support of a partner assigned to each case.

Our firm's specialization in corporate litigation is underpinned by decades of serving some of Israel's largest publicly traded companies, multinational corporations, local-private and public corporations, as well as businesses and private entities across various sectors of the economy. These sectors include defense industries, real estate, infrastructure, finance, insurance, communications, healthcare, energy, tourism, retail, and more.



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Chambers and Partners

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Derivative claims, deprivation claims, class actions, contractual claims and more;
- Representation and legal support for organizers, controlling shareholders, senior officer holders, directors and shareholders;
- Power-struggles between shareholders;
- Disputes regarding dividend distribution;
- Transactions with stake-holders;
- Disputes regarding the liability of officer holders and directors;
- Disputes concerning commercial agreements, including agreements relating to investments , financing, joint ventures, cooperation and more;
- Legal proceedings with the Competition Authority, the Securities Authority, the Tax Authority and more.

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CONSTRUCTION LITIGATION

As part of Firon Law Firm's wide ranging activities in the field of building and construction law, the firm has developed a unique and an unparalleled expertise and experience in the field of construction litigation. Firon law firm is one of the pioneers of construction litigation in Israel and the firm's partners have defined the legal boundaries of the field.

Firon Law Firm's building and construction teams are highly active in the development of Israel's construction industry and routinely handle various high-profile national construction and infrastructure projects such as the construction of ports, railways, airports, tunnels, gas pipelines and power plants. Our clients include property developers and commercial entities who commission a project as well as builders/contractors and local authorities who seek our advice on construction contracts and construction disputes.

Over the years, the firm has managed numerous cases involving complex building and construction disputes while accompanying the construction stages of the project – and have resolved disputes with an aggregate value of billions of shekels. The firm has a unique expertise in national construction and infrastructure project litigation, which are based upon BOT, PFI and PPP agreements. The firm's partners, who have specialized in this field for decades, have in-depth knowledge and deep familiarity with the major players operating in the field, including, concession holders, contractors, operators, financing institutions etc., and rich experience in drafting and negotiating these agreements and challenging them at the appropriate courts and committees.

For decades, the firm has supported its long-standing clients, construction companies and building contractors which are among Israel's leading and largest and which occupy central roles in the country's infrastructure and construction industry. The firm also supports enterprises from the business and public sectors, Government organizations, medical institutions and hotels, in a diverse range of legal matters, including in overseas construction disputes conducted in foreign courts.

Each and every client receives the most thorough and wholehearted attention and service including the involvement of a partner who oversees the case while being closely supported by a broader cross-departmental team. The Department cooperates on a daily basis with the Real Estate, Infrastructure and Project Finance Department in a manner that ensures professional, thorough and comprehensive advice from lawyers with decades of experience.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Pre-emptive legal advice at contract stage;
- Pre-litigation advice;
- Building contractors lawsuits;
- Insurance lawsuits;
- Lawsuits for not meeting building deadlines;
- Lawsuits for contract payments;
- Lawsuits for additional work / changes / eviction;
- Administrative order to cease works.

'It is my pleasure to provide this recommendation regarding the litigation team at Firon. They are always highly responsive and their professional service is nothing less than top notch!'

The Legal 500

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M&A

Mergers and acquisitions is a core practice of Firon Law Firm. The firm's lawyers have gained decades of experience in supporting M&A deals worth billions of dollars, some of which made international headlines and were milestones in the Israeli economy. This rich foundation of domestic and international experience positions the firm at the forefront of this field in Israel and enables it to handle complex deals of any size, anywhere in the world.

The department's lawyers have unique experience in supporting M&A deals involving foreign companies and multinational corporations. The firm's global activities are conducted jointly with the firm's Eastern European branches and are supported by many collaborations with legal, financial, and business affiliates and institutions in the US, Europe, and Asia.

This extensive international network, together with an exceptional understanding of the elements of complex cross-border transactions, assists the firm's team in successfully supporting both foreign companies in their activities in Israel and Israeli companies in their activities overseas. As one of Israel's largest commercial law firms, Firon law firm provides comprehensive representation for all aspects of M&A transactions, leveraging its expertise in all areas of the law. The firm has leading practices in related and complementary areas, including antitrust, intellectual property, labor law, taxation, and regulatory affairs.

The firm supports the leading companies in Israel and abroad in their activities in the field of M&A. Its clientele includes long-standing clients supported by the firm's partners over decades, as well as new clients, requesting the firm's advice in their on-going business activities or in ad-hoc deals. The firm's loyal clients include public, private, and foreign companies across the entire spectrum of industry.



'The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation.'

The Legal 500

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INTERNATIONALS NETWORKS

Firon Law Firm has been chosen as the sole representative in Israel of Multilaw and Interlaw, prestigious networks that incorporate dozens of top law firms from more than 150 countries.



ACHIEVEMENTS

The firm's impressive capabilities are regularly acknowledged by the most prestigious Israeli and international legal guides, including BDI, Dun's 100, IFLR 1000, The Legal 500, Chambers Global, and GCR.

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REAL ESTATE FINANCE

Firon Law Firm is one of Israel's leading law firms in real estate and in the real estate finance sectors. Over the years the Firm led the largest, most diverse and complex real estate financing deals in the Israeli economy. The financing team in the Firm's Real Estate, Infrastructures and Project Finance Department has deep knowledge and experience in representing and providing full comprehensive service in financing deals, both on behalf of the financing entity and on behalf of the developer and lender.

The Department's lawyers have special expertise in all the legal elements involved in real estate financing transactions, and have gained major acknowledgments by representing the leading financing entities: banks, institutional entities, investment funds, private financing bodies, by advising on all aspects of project financing in the capital market e.g. through issuance of bonds relating to the project's assets in the form of a dedicated trust deed (collaborating with the Firm's Securities & Capital Markets' Department).

The Department also represents many of Israel's leading developers and construction contractors in the financing of both residential and income-producing real estate projects.

This experience and in-depth acquaintance with all aspects of real estate, including planning and construction, real estate taxation, real estate sales' law and more, provides the firm's lawyers broad and thorough perspectives on all elements of a real estate transaction and enables them to be prepared for all scenarios.

The Firm's clients in the field of real estate financing include the leading and largest Israeli and international banks, financial institutions and insurance companies, investment funds, public companies, private entities and various partnerships. Acknowledging the Firm's unique expertise and experience, the Firm was called to advise the State of Israel's Ministry of Finance, in formulating a solution for providing State guarantees to banks for mortgages as part of the national "Buyers' Fixed Price Program".

The Firm also represents 'Apartment for Rent – the Governmental Company for Housing and Rental Ltd.' in extending financial aid to about 30 residential rental projects around the country. The Firm handles transactions in this sector in all of its offices in Israel and Europe.

The team's legal expertise and significant in-depth experience in banking and finance, combined with its outstanding abilities in areas interfacing with real estate, infrastructure and project financing, such as mergers and acquisitions, antitrust, receiverships, liquidations and insolvency, provide the firm a competitive advantage and unique strength in supporting and providing clients with legal advice engulfing all legal and business aspects involved.



'We hold Firon as premium law firm: best services, best know-how, best staff, and leaders in real estate and finance.'

The Legal 500

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advice on the structure of the real estate financing transaction;
- Legal advice on letters of intent summarizing the terms of the deal transaction;
- Drawing up financing agreements;
- Conducting negotiations;
- Conducting due diligence on assets serving as guarantees;
- Examining the feasibility of guarantees and finding creative solutions as required;
- Registering liens;
- Providing professional and comprehensive legal opinions;
- Legal advice for developers on real estate sales' law (apartments) (ensuring investments of buyers);
- Providing comprehensive legal support for public offerings by real estate financing companies through offerings/bonds for the project.

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MUNICIPAL TAXATION

Firon Law Firm's Real Estate, Infrastructure, and Project Finance Department has a unique practice in the area of municipal taxation that provides professional support to its clients by highly experienced lawyers.

The Municipal Taxation team deals with all the facets of the field, including representing taxpayers in the various courts (residents and administrations), before the Appeals Committee for Overall Municipal Tax Matters, the Appeals Committee for Sewage Affairs, and generally auditing municipal debts on the issue of municipal taxation, development fees, and levies, and betterment levies.

The department's team handles municipal taxation and fees in cases worth hundreds of millions of shekels each year, while savings add up annually to tens of millions of shekels for the firm's clients. The team's expertise is expressed in the many legal precedents set in cases by the firm.

Clients in this field include both public and private organizations in such areas as real estate, high-tech, commerce, and more. The team's involvement in all branches of municipal tax ties in well with the firm's broad practice in administrative law.

The lawyers in the various departments complement each other and facilitate an overall perspective for examining the obligations and powers of the relevant tax authority, to ensure the application of the authority's obligation to behave equitably, reasonably, and consistently toward all, without external considerations.

This legal area has been significantly strengthened by Firon Law Firm's merger with one of Israel's best boutique law firms. Today, the boutique firm's partners, led by Adv. Malka Engelsman, are considered trailblazers in municipal taxation and have become an integral, leading part of the firm.



70 YEARS OF EXCELLENCE

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Recalculating and reducing development levies;
- Reducing municipal tax;
- Reducing garbage clearing fees;
- Supporting legislative initiatives;
- Betterment fees;
- Planning and building.



'It is my pleasure to provide this recommendation regarding the litigation team at Firon. They are always highly responsive and their professional service is nothing less than top notch!'

IFLR 100

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HOSPITALITY

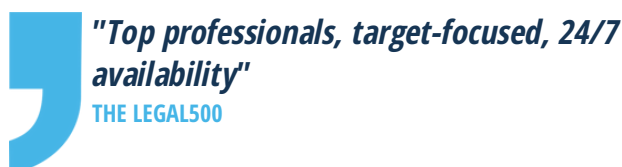
Firon Law Firm, one of Israel's leading law firms in the field of hospitality, offers extensive experience in representing prominent clients in Israel and abroad, including both local and international hotel chains, real estate groups, hotel owners, and more. Our firm, which has represented one of Israel's leading hotel chains for decades, offers in-depth professional knowledge of all of the business-commercial-legal aspects of the hospitality industry, facilitating a broad view and comprehensive legal-business response to our clientele's needs.

The firm's representation of its clients commences as early as the construction stage and continues all the way through handling all managerial, operational, and business needs, including: commercial agreements, among them purchasing agreements; construction and establishment agreements; management agreements; rental agreements; franchise agreements; tenders; legal consultation and representation in the field of food and beverage management; operating agreements with respect to restaurants, bars, and event halls; vendor agreements; ongoing legal representation; and more.

The department's highly experienced and professional team interacts regularly with the various relevant governmental authorities, including the Ministry of Tourism, the Israel Land Authority, the Israel Tax Authority, local government authorities, the various planning and construction boards, the Israel Hoteliers Association, and various courts.

The firm's unique expertise in the fields of local and international commerce in general and in the hospitality industry in particular, alongside its extensive business experience in practice areas, allow the department's staff to provide our clientele with comprehensive representation that integrates aspects of real estate law, property law, tax law, financing and collateral law, corporate law, mergers and acquisitions law, regulatory law, antitrust law, consumer protection law, labor law, commercial litigation, environmental protection law, the capital markets, and more.

The secret to the success of our department's staff is in its uncompromising professionalism, its personal dedication to each client, its loyalty, and the quality professional and tailored legal services that it provides. The firm's branches, which are spread out through Tel Aviv, Haifa, Nazareth and Be'er Sheva, allow us to offer close-knit representation by our attorneys anywhere in Israel and overseas, particularly in Eastern and Central Europe, by means of the Firon Bar-Nir firm's branches in Romania, Greece, Bulgaria and Serbia.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Commercial agreements, including purchasing agreements, construction and establishment agreements, management agreements, rental agreements, franchise agreements, vendor agreements, and more;
- Consulting on tenders throughout the entire process;
- Legal consulting and representation in the field of food and beverage management;
- Commercial and contractor litigation;
- Legal consulting and representation in the field of labor and employment law;
- Legal consulting in the field of real estate, infrastructures, and project financing.

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NON-PROFIT ORGANIZATIONS AND NGOS

Firon Law Firm is one of the leading firms in Israel in the provision of all types of legal consultancy and services to non-profit organizations, NGOs, charities, organizations working for the public benefit in general, as well as the entrepreneurs and founders of these organizations in Israel, including foreign citizens and non-profit organizations requesting to operate in Israel.

The department's partners provide legal consultancy and support starting with the establishment stage, drawing up incorporation documents, conducting proceedings with the Registrar of Non-Profit Organizations and the relevant authorities, through to routine handling of all accompanying activities, including agreements, contracts, tenders, labor law, providing legal opinions, participating in the organization's meetings with corporations, and representation before government bodies and the courts.

The department's activities encompass the entire spectrum of a non-profit organization's operations, including providing day-to-day advice to the management committee and executive officers.

The department's partners support its clients in deep auditing by the Registrar of Non-Profit Organizations and represent the non-profit organization being audited before the Office of the State Comptroller.

In addition, the firm provides legal advice to various social organizations as part of the firm's pro-bono activities. The firm's partners take an active part in the various social organizations' operations, are frequently appointed to senior positions in non-profit organizations, and serve as chairpersons, members of management committees of organizations, and in other senior roles.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Setting up non-profit organizations and drawing up incorporation agreements;
- Legal support and consultancy in deep auditing by the Registrar of non-profit organizations;
- Representation before the Office of the State Comptroller for non-profit organizations being audited;
- Receiving approval for proper management, receiving approval in accordance with Clause 46A of the Income Tax Ordinance;
- Routine legal support and advice to the non-profit organization's institutions;
- Drafting agreements;
- Compiling and writing suitable procedures for the non-profit organization.

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INTERNATIONAL CORPORATE & COMMERCIAL

Firon Law Firm is proud to be one of Israel's most globally active law firms and one of the first Israeli law firms to establish overseas branches. The firm is among the few top firms of choice for Israeli and Israeli-related clients facing challenging, difficult and critical cross-border work. The firm, which was founded in 1950, has decades of experience in cross-border activity and in leading complex and multi-jurisdictional projects including the representation of Israeli and foreign clients in some of the most complex cross-border mergers and acquisitions, international financing transactions, real estate, private equity, joint ventures, distribution and trade, high-tech deals etc.

In recent years, our firm has also started operating more extensively in Latin America in various ventures and in Mexico, Colombia and Brazil, in particular. Recently, following the signing of the Abraham Accords, the firm's nine years' 'presence', activity relations and experience in numerous transactions made between Israeli and UAE based businesspersons and entities, has surfaced and the firm continues to closely cooperate with the largest law firm in the UAE. In addition to its extensive and highly regarded activity in Europe and in Latin America, the firm has a broad and long-established practice in North America, Asia, and China, as well as in some countries in Africa. The firm's legal team has significant experience in overseas activities where it represents both Israeli and foreign companies.

The firm is member in elite global law firm networks, comprised of carefully selected members, operating in 150 countries worldwide, which gives the firm the ability to provide clients with immediate advice at all such locations with support offered by the local members of the networks, whose representatives have a deep personal acquaintance with Firon's partners, with the ultimate result being the ability to act for the firm's clients in an optimal manner and on a worldwide basis. This enables the firm to provide our clients with a truly international advice in practically any location they operate across the globe, with maximum accessibility and daily support from a partner in our offices in Israel. In addition to its international corporate & commercial practice, Firon Law Firm is one of Israel's leading and most experienced firms in the field of international arbitration.

In recent years, the firm has represented Governments, multinationals, and prominent business figures before international arbitration tribunals, including, the International Court of Arbitration of the International Chamber of Commerce (ICC), the International Centre for Settlement of Investment Disputes (ICSID) and other similar tribunals across the globe.

Among the firm's clients are foreign and multinational companies as well as leading Israeli companies who routinely operate in the international markets. The firm's clients are assured professional, swift and efficient service in every location worldwide.

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70 YEARS OF EXCELLENCE

The firm has a major advantage in its operations in Europe through the activities of Firon Bar-Nir (Europe) which is located in Bucharest, Romania and serves as a focal point for supporting the firm's clients throughout Europe and in Central and Eastern Europe, in particular. The Romanian branch currently has over 20 lawyers supporting some of the largest and most active Romanian and European companies. The firm also has local branches in Greece, Bulgaria, and Serbia.

GUIDING OUR CLIENTS THROUGHOUT THE ENTIRE LIFE- CYCLE OF A DEAL WHILE HARNESSING OUR PROVEN EXPERTISE IN COMPLEMENTARY AND OTHERWISE RELATED BODIES OF LAW:

- Mergers and acquisitions;
- Private equity (including venture capital);
- Establishment of investment funds;
- Financing;
- Real estate, Infrastructure and Project Finance ;
- High-tech and Startups;
- Internet, Gaming and E-commerce;
- Trade and distribution;
- Infrastructure and energy;
- International arbitration.

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LABOR LAW

Firon Law Firm's labor law department is among the leading departments in the field and is consistently ranked and highly recommended by local and foreign ranking guides. This preeminence was strengthened by the merger of our firm with the leading boutique law firm Tamar Golan & Co..

The firm has considerable experience in all aspects of labor law and over the years took part in various precedent-setting rulings in the field. The department's primary focus is on the representation of some of Israel's largest employers, from the public as well as the private sector, among which are, statutory bodies; Government-owned companies; Government Ministries; healthcare organizations and hospitals; insurance companies; hotel chains; transportation companies, hi-tech, real-estate, industrial factories; retailers; academic institutions, and more.

The diversity of the department's clients mandates a deep understanding of, and an extensive reference to, various and diversified bodies of knowledge, in order to provide the best possible legal representation and advice to our clients. The department is dedicated to helping employers manage their business affairs while on the one hand ensuring their compliance with applicable laws and on the other hand safeguarding their businesses, all while paying close attention to the employers' economic and organizational aspects and thoroughly understanding their needs along with the importance of the human capital and the manner in which it is managed.

Labor law is no longer limited to the protective labor laws, but is spread across many and varied areas such as administrative law, companies' law, penal law, civil and criminal law procedure, class actions, prevention of sexual harassment law, protection of privacy law, anti-defamation law, and a range of other areas that deal with, and directly influence, labor relations and labor law. The department has considerable experience representing clients before all court instances, including labor law courts, various other courts (including the High Court of Justice), proceedings before the State Comptroller, arbitration proceedings, disciplinary committees and tribunals, and a range of proceedings before the Ministry of Labor: the Supervisor of the Employment of Women Law, Enforcement Administration (including criminal proceedings), Sabbath work permits, and more.

'The Employment dept. "handles the full range of labor, employment, pensions and immigration matters but is arguably best known for its broad experience in collective employment matters. The group is also distinguished by its strong record in the public sector, particularly within the healthcare space where it represents Israel's second-largest employer. The team also consistently advises private and public corporations on regulatory, transactional support and contentious matters.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Support and advice regarding collective labor relations;
- Support and advice in pension schemes;
- Support and advice regarding sexual harassment;
- Support and advice in due diligence proceedings;
- Support and advice regarding breaches of non-compete or confidentiality obligations;
- Support and advice on proceedings before the State Comptroller concerning motions for whistleblower protection;
- Support and advice to independent contractors (freelancers);
- Advice to senior management and directors.

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ADMINISTRATIVE LAW, TENDERS AND REGULATION

Firon Law Firm is one of Israel's leading and most experienced law firms in administrative law and Tenders' laws and regulations and is consistently ranked by both national and international ranking bodies in the top-tier quality rankings, year after year.

The firm has many years of experience in advising and representing leading companies in their relationship with the administration and Government ministries. The firm has been involved in numerous important petitions before the administrative courts and the Supreme Court of Justice that set fundamental principles in a broad range of administrative, constitutional, and public issues. The firm also enjoys the highest reputation in the field of tenders and is acknowledged for its achievements.

The experience in Administrative Law derives from the team's accrued involvement over many years with the work of many administrative agencies and familiarity with the way they operate. The head of the Department served for many years as the head of the Supreme Court's Petitions Department, in the State Attorney's Office. The Department is also well experienced in the legal world of tenders, from drawing up tenders, routine support of tenders' committees, providing complex opinions and representing clients in connected administrative petitions.

The Department specializes in regulatory affairs and advises on a wide range of issues involving government agencies including supporting legislative proceedings before the Knesset committees, activities before the various regulators. The Department routinely advises on complex regulatory-legal proceedings to the leading companies in the market and is also very experienced in initiating and supporting large scale economic reforms. The Department also represents and advises the Firm's clients in planning and construction laws, including appearances before planning institutions.

In the auditing sector, the Department has vast experience in representation clients before the State Comptroller's office on all matters. The team also accompanies clients in structuring and implementing self-auditing and compliance programs, identifying, and treating defects and integrating the changes into the company. The Department also offers representation before the Auditing Commissioner of the State Attorney's Office and the Registrar of NGOs. The firm's clients in administrative law, tenders' law and regulatory affairs include municipalities, authorities, public and private companies, bi-partisan organizations, and the largest and best-known public organizations in Israel as well foreign companies and businesspeople.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Preparing legal opinions on a range of constitutional and administrative issues;
- Representation before the administrative courts and the Supreme Court of Justice;
- Representation in administrative objections, petitions and appeals in municipal taxation and planning and construction;
- Drawing up tenders and supporting tenders' proceedings including administrative petitions;
- Monitoring, assessing, reducing and canceling excessive regulation;
- Developing and supporting regulatory proceedings;
- Formulating Knesset laws and regulations;
- Drafting compliance and enforcement plans and procedures, and preparing risk surveys;
- Representing audited organizations before the State Comptroller's Office;
- Routine representation of NGOs including before the Registrar of NGO's thorough auditing.

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COMMERCIAL LAW

Firon Law Firm is one of Israel's leading, longest-established, and most respected law firms in all aspects of commercial law. The firm has more than 70 years of experience in supporting Israeli and international companies and has been privileged to support and taking part in shaping the Israeli commercial law landscape and support national-scale projects and transactions. This unique experience has endowed the firm's lawyers with the ability and the confidence to support all types of corporate and commercial initiatives, as economically and legally complex as they may be.

In addition to supporting thousands of clients over the years including the most prominent companies in the Israeli economy, and large-scale commercial projects, our firm takes great pride in the personal and thorough attention that each and every client receives. This support includes the responsible Partner who is in direct contact with clients and is familiar with their business, market, and needs. Support starts with getting acquainted with the client and includes precise strategic analysis of the client's traits and needs, followed by personally customizing legal services for each individual client. These have been the well-known, outstanding trademarks of the firm over the years, and are the key to its success.

The firm handles the entire range of commercial law sectors and represents clients and businesspeople from all fields and industries. The firm has extensive expertise and experience in a wide range of areas including technology, traditional industries, consumer matters, hotels, telecommunications, insurance, media, health, and more. The firm is renowned for its leadership capabilities in high-tech and has outstanding experience in setting up and supporting venture capital funds and investment funds as well as startups from their establishment through to their exit.

The Commercial Department's lawyers possess a unique combination of practical expertise, legal skill, and diverse experience. This combination is expressed in the quality of the legal team comprised of both veteran and young lawyers, academic legal experts and practical attorneys, lawyers who have worked in leading international firms, and those who were raised and developed in the domestic Israeli legal scene.

The firm loyally supports clients from across the commercial spectrum including private businesspeople, leading public companies traded in Israel and abroad, as well as many of the main and most influential government, municipal, and public agencies in Israel. The firm has major international experience, which allows it to support its clients in their routine commercial activities around the world, including through its four branches in Europe.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Routine commercial support;
- Mergers and acquisitions;
- Capital market and securities;
- High-tech and startups; Internet, gaming and e-commerce;
- Distribution, trade and franchises;
- Intellectual property;
- Competition and antitrust;
- Blockchain and cryptocurrencies;
- Investment funds and venture capital funds;
- Pharmaceuticals, biotechnology and medicine;
- Protection of privacy.

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PUBLIC LAW, REGULATION AND CRISIS MANAGEMENT

Adv. Raz Nizri leads the field of public law, crisis management and regulation at Firon Law Firm, Nizri was a leading candidate for the position of legal advisor to the government and has previously served as the senior deputy legal advisor to the government. He is the only individual to have held three different deputy positions in various fields over 11 years: criminal law, public-constitutional law and management and special roles. Previously, Nizri served as a senior assistant to three legal advisors to the Israeli government.

In his senior public positions, Nizri accumulated extensive and unique knowledge and experience in diverse fields of law, as well as thorough familiarity with the government system and its various branches. He dealt with many key issues in multiple fields of law and regularly participated as the senior representative of the Attorney General in government meetings, the security cabinet, ministerial committees, Knesset committees, state forums and more. Our firm is expanding its services to provide expert guidance and accompaniment in legislative and regulatory procedures, including navigating complex legislative procedures and promoting amendments in Knesset committees. Assistance will be given to commercial and public entities in assessments before and after the implementation of regulatory changes, the implementation of internal control and compliance systems, and the management of negotiations with regulatory and governmental bodies on regulatory issues. The firm will additionally hold arbitration and mediation procedures, including procedures in which the state is involved, consulting on issues of constitutional, administrative and public law, and ongoing legal support for individuals and entities with regard to decisions in their cases by various state and security authorities and more.

In addition, the firm will provide ongoing support in the field of crisis management for individuals and various public and commercial entities. This includes providing advice and accompaniment for commercial entities in regulatory supervision and enforcement procedures, including the imposition of financial sanctions for violations of regulatory provisions and procedures under the Anti-Money Laundering Law. They will also accompany entities and individuals before government and state investigative committees, represent and accompany entities before various public committees, and before the State Comptroller. They will also provide accompaniment for entities and individuals against whom the state wishes to take criminal, economic, or administrative sanctions and represent public figures in procedures concerning appointment to senior public positions, including disqualification from tenure, transfer from tenure and more.

Firon Law Firm is one of the leading and most experienced law firms in the field of administrative law. It is consistently rated highly by legal guides and is involved in some of the most important and high-profile petitions brought before administrative courts and the High Court of Justice in a wide range of administrative, constitutional and public issues. As a result, the firm provides a comprehensive solution that meets the needs of its clients in various administrative aspects, including support and consulting services regarding tenders, planning and construction, auditing, association and non-profit law, administrative litigation and more.



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Nizri's extensive and unique experience as an attorney, which he accumulated over many years in key positions working in public service, as well as the high regard he received and continues to receive from all parties he has worked with, enables him and his team to handle complex public, constitutional, and administrative issues with unparalleled professionalism.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Accompaniment and legal advice in legislative and regulatory procedures, including leading proposals for legislative amendments;
- Managing negotiations with state and security authorities in regulatory and licensing procedures;
- Holding arbitration and mediation proceedings;
- Providing legal advice on issues of public and constitutional law;
- Offering advice and support in supervision and enforcement procedures, including procedures for imposing financial sanctions for violating regulatory instructions;
- Accompanying and representing individuals and entities before government and state investigative committees, and representation before the State Comptroller;
- Legal consulting in appointment procedures for senior positions ;
- Providing legal consulting to entities and individuals in procedures for sanctions taken against them by the state.

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MULTIPLE PROPERTY OWNERS AND LAND UNDER REZONING

Firon Law Firm is a trailblazer in legal handling of real-estate projects in Israel. Our practice in this field started 70 years ago, and covers all the aspects of the construction industry, from A to Z. For many years now, top domestic and international guides ranked us among Israel's leading firms in the field of real-estate, infrastructure and project finance.

Firon Law Firm has unique experience in legal representation of owners of multi-ownership property and property under rezoning.

Over the last few decades, our specialized team acquired extensive knowledge in the complex processes involved, starting with the planning process, through the partition of ownership, exercise of rights through deals with developers and contractors, negotiations with other rights holders, financing, taxation, and general representation up to the delivery of housing units to the new owners and registration of rights.

Our team also advises in many multi-ownership projects, as of the purchase of the property and through all planning procedures, including objections and appeals, execution of partnership agreements for the purpose of construction, and assistance in the construction process, through to completion.

Our clients include rights holders in multi-ownership properties throughout the country, including Safed, Tiberias, Binyamina, Hadera, Even Yehuda, Netanya, Herzliya and Petah Tikva.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Marketing of farmland and/or property under rezoning;
- Farmland rezoning;
- Marketing of properties to third parties;
- Legal assistance for projects, from start to finish;
- Representation in objections and appeals.

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ACCESSIBILITY

Regulation of the field of accessibility has developed in recent years and encompasses many areas. Enforcement has become stricter, and at the same time, the number of overall lawsuits and class action in the accessibility sector, in particular, is becoming increasingly frequent.

Firon Law Firm, which represents thousands of clients, private and public companies, and government institutions, has gained major experience over the years in support and legal matters in the field of accessibility.

The firm provides its clients consultancy and comprehensive legal support in the area of accessibility to minimize exposure to lawsuits, including preventative advice, conducting litigation cases, and representing clients in class actions.

Legal support includes work plans to comply with accessibility law in Israel, prelitigation review, supporting the process of installing and applying accessibility plans, providing training for employees and managers in this field, support and response to routine questions and issues, formulating opinions and recommendations for internal organizational preparation and adaptation, ongoing consultancy to update clients on all changes the sector has undergone, training and support in conduct before the Commission for Equal Rights of Persons with Disabilities, responding to and supporting internal legal consultants, accessibility coordinators, professional staff, and more.

The extensive range of representation includes direct dealings with the regulator, appearing in court, and conducting negotiations with the lawyers of plaintiffs and potential claimants. M. Firon has significant practical experience in handling all relevant areas of accessibility: accessibility to services, accessibility to buildings, on websites, and integrating people with disabilities into employment.

The Accessibility Department supports and advises all the firm's clients, in particular companies that operate services for the public, companies that own buildings used by the public and that own websites; transportation companies, banks, hospitals, airlines, retail chains, leasing companies, building contractors, building companies, insurance companies, and businesses large and small.

Firon's lawyers play a central role in the Israel Bar Association's Class Action Suits Committee and are actively involved in the legislation, regulation, and standards processes.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Preventative advice and ongoing updates;
- Litigation and representation in class action suits;
- Formation of work plans;
- Prelitigation reviews;
- Support for installation and application procedures for accessibility plans;
- Training for employees and managers;
- Formulation of opinions and recommendations;
- Adapting internal policies;
- Training and support for communications and working with the Commission for Equal Rights of Persons with Disabilities;
- Support for internal legal advisors, accessibility coordinators, and professional staff.



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REAL ESTATE

Firon Law Firm is one of the foremost, leading and groundbreaking Israeli firms in representation and handling all legal aspects of real estate projects. The firm's practice spans 70 years of experience and encompasses all areas related to construction from top to bottom. Throughout the years, the firm has been ranked at the top of the leading firms in real estate by the leading Israeli and international legal rating guides.

The firm's team includes dozens of partners and associates who are rich in experience in representing developers, buyers and sellers, property owners, financing bodies, contractors, public organizations, government ministries and government companies.

Our firm has gained know-how and major experience, which have given our lawyers the ability to see the complete building envisaged in every project from start to finish, with the deep understanding required in order to scrutinize the smallest real estate details. This experience endows the Department's team with a broad perspective from a unique angle on all the factors involved in a deal as well as the ability to comprehend the range of interests in a way that enables the firm to provide the legal advice contained in its understanding of the broad business environment.

The Real Estate Department has experience in leading projects, as complicated as they may be, and in handling all aspects of the agreements between the various parties in the deal; support for the land purchasing stage through to completion of the project through the planning and licensing process including handling all types of objections and appeals, support before the financing bodies, taxation matters for the land, support in construction, marketing and management of the project, whether it is a property for sale or income producing (residential, commercial and offices). In addition, the firm's team has major experience in supporting income producing real estate projects, supporting tenders (including PPP tenders from the State and government companies), supporting housing for rentals, representing financial bodies financing real estate and projects, and representing commissioning bodies (including government companies).

The secret of the success of the Department's team is its uncompromising professionalism, personal commitment and loyalty to the client, and the provision of quality, professional and precise legal service. The real Estate Department works in full cooperation with the firm's other departments and partners to provide legal advice in other relevant areas including the litigation, antitrust and M&A departments, and more.

The firm's branches located in Tel Aviv, Haifa, Nazareth and Be'er Sheva, enable close support by the firm's lawyers in every part of the country as well as overseas, especially in central, eastern and southern Europe through Firon Bar-Nir and its offices in Romania, Greece Serbia and Bulgaria.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Urban renewal;
- Residential real estate;
- Infrastructures and energy;
- Project financing;
- Income-producing real estate (commercial and offices);
- Buyers groups;
- Planning and building;
- Contractors;
- Real estate financing;
- Real estate taxation;
- Litigation department.

'The great advantage of the firm is the fact it acts as a one-stop-shop; we receive a professional response to any request.'

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REAL ESTATE REPRESENTATION OF RESIDENTIAL PROPERTY BUYERS FROM DEVELOPERS

Our firm specializes in representing individual buyers as well as groups of buyers in the purchase of residential units from developers, bringing with it extensive experience in this field.

The firm's team supports buyers throughout every stage of the process, from reviewing projects and developers, through negotiating purchase terms, to signing contracts.

We ensure the protection of buyers' rights and verify that all conditions and promises made by the developer are fulfilled.

Our legal service includes:

Due Diligence: Checking the legal status of the property: Ensuring that the property is legally registered and free of encumbrances, debts, warning notes, or other rights that might affect the buyer's rights.

Reviewing the Sale Agreement: Examining the clauses of the agreement, including commercial terms, payment schedule, delivery date, etc. Ensuring that the agreement covers all important aspects and protects the buyer's rights.

Negotiation: Making amendments and changes to the agreement as needed, and negotiating the legal and commercial terms of the agreement.

Completing the Purchase Process: Handling procedural matters, such as signing the agreement, making payments according to the established schedule, and providing guarantees or securities as required by law or the agreement.

Registration of rights: Verification of the buyer's property rights registration at the Land Registry Office / Israel Land Authority.

Handling Reporting to Real Estate Tax Authorities ; Assisting with Mortgage Acquisition, if necessary; and Supporting the Buyer Until the Delivery of the Property.

As a law firm that supports some of the largest entrepreneurs in the country with residential projects, we know how to identify the critical issues in legal negotiations and purchase agreements. Additionally, we pay attention to all the provisions in the purchase agreements, which may sometimes seem minor but are of significant importance to the buyer.



**"Top professionals, target-focused, 24/7
availability"**

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70 YEARS OF EXCELLENCE

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm.



*'We hold Firon as premium law firm:
best services, best know-how, best staff,
and leaders in real estate and finance.'*

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RESIDENTIAL REAL ESTATE

As one of Israel's leading law firms in real estate, infrastructures and project finance, Firon Law Firm residential real estate practice is a market leader in advising on, supporting and executing complex housing projects for sale and rent, dealing with the construction of thousands of housing units at any given time. Firon Law Firm's activities consistently earn top ratings in Israeli and international legal guidebooks in the real estate sector as well as the appreciation of clients, colleagues and government offices. The firm is proud to have supported large-scale breakthrough projects for Government offices in real estate construction tenders.

In recent years, the Firm has represented and advised the Ministry of Finance's Housing Headquarters and Government companies in special projects including building housing for rent and building student dormitories. Over the past few years, the firm has been awarded top rankings in representing urban renewal developers, in buying commercial centers, in representing international groups before the Ministry of Transport and the Ministry of Defense in PPP projects, as well as in representing the Ministry of Finance and Governmental companies in the "Apartments for Rent" projects.

The Department's team has significant experience in the real estate sector and are known to handle all aspects of every transaction from the first step until completion in the best possible way. This service includes providing clients with full and comprehensive advice and support for every need in Israel and abroad including complex projects. These services include inter alia in every aspect negotiations, execution and implementation of agreements between developers and landowners, real estate taxation issues, zoning and planning procedures before the authorized committees and bodies, representing landowners in combination and sales deals, representation in real estate financing transactions vis-a-vis the financial institutions, support in all stages of construction, in marketing of the project, and continuously providing routine advice on every issue and problem arising during the construction of the project and until the complete registration of the rights in the project. The firm routinely represents Israel's most prominent real estate development companies, public companies, financial institutions, and international companies operating in Israel in the real estate sector.

The firm's branches in Tel Aviv, Haifa, Nazareth and Be'er Sheva encompass the entire country and enable close support by the firm's real estate practice Partners in complex projects anywhere in Israel. The Firm also has an experienced practice overseas, especially in southeast Europe through Firon Bar-Nir and its offices in Romania, Greece, Serbia and Bulgaria. The secret of the Firm's success is its extensive professional knowhow based on decades of experience, ensuring professional, personal, thorough and accessible services.

'The team has outstanding professional abilities in all aspects of real estate law accompanied by a very high level of service. I am happy to state that they are one of the best teams I've ever met.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Negotiations for purchasing real estate;
- Supporting tender proceedings;
- Real estate taxation;
- Zoning, Planning and construction processes;
- Financing agreements;
- Agreements with Contractors;
- Marketing and selling apartments;
- Providing legal opinions and finding 'smart' outside-the-box solutions to various legal obstacles;
- Registering rights;
- Settling disputes.

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INCOME GENERATING REAL ESTATE

Firon Law Firm has more than 70 years of experience in all legal and regulatory aspects of real estate including income- Generating real estate. The firm represents the largest and most important real estate companies in Israel and, at any given time, supports and advises in complex and major income- Generating real estate projects worth billions of dollars. Firon Law Firm and its partners are regularly ranked in the top tier of lawyers in the real estate and construction sectors by the most important Israeli and international legal rating guides. The firm has expertise in providing for over 70 years legal support for complex projects such as shopping malls, commercial centers, office developments, and industrial parks.

The Department's services include negotiations of the contracts for income- Generating properties, conducting due diligence, drawing up and managing partnership agreements when there are partners in a project, working with the banks supporting a project, and drawing up financing agreements as well as routine support for property owners including lease agreements and project management.

The firm handles income – Generating real estate transactions for public companies, for Israel's largest and leading insurance companies, for health funds and institutional bodies, and for private companies and businesspeople.

The range of projects supported by the firm includes tens of thousands of square meters of income- Generating real estate for offices, commercial centers, communications campuses, logistics' parks and buildings, power centers, fitness club chains, and more.

The major experience and legal know-how gained over the decades by the firm as well as the personal support provided for every deal by a Partner from the Real Estate Department with an overall perspective on real estate in general and income- Generating real estate in particular, on all aspects of the deal, enables the firm's clients to receive the most professional and personal service that meets the most immediate deadlines and places the client at a significant advantage.

The firm's branches in Tel Aviv, Haifa, Nazareth and Be'er Sheva ensure close support throughout Israel by one of the firm's Partners. In Europe, Firon Bar-Nir Europe covers Eastern and Southern European countries with branches Romania, Bulgaria, Serbia, and Greece.



'The great advantage of the firm is the fact it acts as a one-stop-shop; we receive a professional response to any request.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Drafting sale and purchase deal agreements;
- Conducting legal due diligence;
- Drawing up partnership/implementation agreements and managing projects;
- Financing agreements;
- Lien agreements;
- Registering rights;
- Taxation consultancy regarding transactions;
- Drawing up marketing agreements / leasing / management agreements;
- Supporting the client in legal disputes regarding the project and representation in courts and/or arbitration.

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PERSONAL WEALTH MANAGEMENT

The Law Offices of Firon Law Firm offers an extensive personal wealth management practice, one of the most sensitive and complex areas of law. The firm provides legal services aimed at assisting its private clients – high net worth individuals and families, in Israel and overseas – achieve their goals in personal and private equity planning by creating efficient, creative legal structures tailored to fully realizing their objectives while affording them maximum legal protection.

Our legal team integrates its years of experience with its wide-ranging legal know-how, both in this specific practice area as well as in commercial law. This combination of expertise with the special attention and the requisite sensitivity that the firm provides to its clients helps them manage their substantial family wealth and furnishes them with the best possible legal services.

The firm specializes in a wide spectrum of family wealth management issues with a focus on inter-family economic matters including intergenerational transfers; establishment and management of, and consulting on, trusts, in Israel and abroad; representation of individuals and corporations in legal proceedings related to family property, among them shareholder agreements, voting agreements, amendment of corporate bylaws and articles, etc. Similarly, the firm has a complementary trusts and estates practice that provides comprehensive legal support in all aspects of that field, from local and international, large, complex inheritance disputes, all the way through appearances in various types of probate proceedings including will contests, will recission, invalid gifts within the family unit, etc.

The firm has special expertise in the most sophisticated equity tax questions, among them FATCA (Foreign Account Tax Compliance Act) and voluntary disclosure issues. In addition, the firm has experience the world over in managing all manner of commercial and private assets, be they real estate, securities, intellectual property, privately held companies, and more. The family wealth management department at Firon leverages its synergetic relationship with the rest of the firm's departments as well as with its branches in Europe.

That powerful relationship is what enables the firm to provide its clients with a complete set of services that maximizes their assets' yields while taking advantage of the firm's expertise in fields such as real estate, taxation, capital markets, and immigration. The firm's family wealth management practice is enhanced by its membership in a prestigious international network that facilitates collaboration with foreign firms and entities in 150 countries around the globe for optimal management of overseas assets.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Family wealth planning and preservation, including intergenerational family capital transfer planning;
- Drafting wills and living wills;
- Permanent/durable power of attorney;
- Guardianship;
- Prenuptial agreements;
- Estate planning and execution;
- Setting up private trusts and philanthropic trusts;
- Representation in litigation proceedings including those subject to family disputes or inheritance disputes;
- Wealth taxation including FATCA.

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CHINA DESK

Firon Law Firm has developed a leading practice in conducting Merger and Acquisition Transactions (M&A) and Investment Transactions involving Chinese entities, through its deep understanding and familiarity with every aspect of the Chinese market, including the important legal and personal relations. The firm has proven experience in handling the most complex challenges both in accompanying Chinese investment funds in Israeli developed and start-up companies – and accompanying Israeli entrepreneurial companies and Israeli technology export companies in transactions in China.

The firm's lawyers have acquired over the years extensive practical experience in conducting M&A Transactions and Investment Transactions with Chinese entities (Cross Border Transactions), including dealing with foreign regulations (with the assistance of Chinese professionals), and have developed good familiarity with the changes in legislation in light of recent market developments, as well as a deep understanding of the customary standard for transactions with Chinese entities. The firm's team has the ability to operate creatively and build comprehensive deal structures in order to overcome the challenges that derive from transactions with Chinese entities, in which the exception is more common than the standard. The firm's partners are also skilled in the unique regulatory fields, such as Israel's tech export restrictions and supervision, various tax restrictions, and considering international political, security, and competitive considerations.

The firm's main activities in China are in the field of medical devices, digital medicine, agriculture, telecommunication, fintech, and other tech sectors. The firm provides its clients with a broad spectrum of complementary expertise for transactions in China, including introducing Israeli technology companies to potential Chinese investors, accompanying and promoting investments from Chinese and Asian investors in Israel, and work in full collaboration with the best local professionals in China, including legal advisors, accountants, tax consultants, and appraisers. Thus, for example, the firm represents Chinese investment funds, Chinese incubator companies, and Chinese entities, which yielded huge M&A Transactions and Investment Transactions in several Israeli technology companies.

The firm provides a broad range of legal services required for transactions with Chinese entities, with an emphasis on the uniqueness regarding both the business and cultural environment that are required for the success of the transaction, and has also consummated numerous transaction structured by establishing a joint venture in China, jointly owned by the Israeli technology company and the Chinese investor.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Accompanying Chinese investors in negotiations, preparation of transaction documents, conducting legal due diligence, and obtaining regulatory approvals as part of M&A Transactions and Investment Transactions in Israel;
- Accompanying Israeli technology companies in negotiations, preparation of transaction documents, conducting legal due diligence, and obtaining regulatory approvals as part of M&A Transactions and Investment Transactions in China;
- Establishment of joint ventures in China jointly owned by Chinese entities and Israeli technology companies;
- Preparing transaction documents in connection with the establishment of joint ventures in China, including shareholders agreements, complex license agreements, services agreements, etc.;
- Assistance with applying for grants from the Government in China;
- Dealing with regulatory approvals and restrictions in Israel and China;
- Rich work experience with consultants and experts in China, in accompanying transactions.



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PHARMACEUTICALS, BIOTECH AND HEALTHCARE

Israel is a global force in the pharmaceuticals, biotech, and healthcare sector, and Firon Law Firm is one of the longest-established and leading firms in the field in Israel with a reputation that far exceeds the country's borders. The firm's lawyers have shaped the field in Israel and are recognized for their contribution to supporting and developing breakthrough medical products and the formulation of regulatory procedures including antitrust guidelines and overall business' legal environment.

The firm provides consultancy and support to pharmaceutical corporations, large leading companies in marketing medical accessories, startups in the field, hospitals, and clinics. The firm is proud to be a leading player in major business proceedings in these industries.

The firm loyally supports some of the world's largest multinational pharmaceutical corporations in their activities in the Israeli market. At the same time, the firm also supports domestic clients in their agreements with manufacturers and the top commercial organizations abroad. The activities of the firm's lawyers span the world and include supporting Israeli companies in their commercial operations in the US, Europe, and Asia.

The department's lawyers support a broad spectrum of clients across the pharmaceutical, tech, healthcare, and agritech sectors. The firm's clients include the most respected and innovative companies in Israel and abroad, companies that are engaged in innovative and unique developments in medical equipment, pharmaceuticals, nutritional supplements, and more. The firm is also advised and assisted by pharmaceutical and medical equipment corporations in evaluating clinical research of various kinds and acts as consultants to hospitals. Firon Law Firm is proud of its proven ability in supporting both startups from their founding and multinational corporations; it has been working with some of the companies for more than 30 years.

For many years, the firm has closely supported Pharma Israel, the umbrella organization of all the multinational companies that operate R&D in Israel for innovative treatments and that have subsidiaries in Israel.

The firm's lawyers sit on the local Helsinki Committees, which approves the research and clinical trials of some of Israel's hospitals. The legal know-how, many years of experience, and deep understanding of the scientific and technological aspects of the pharmaceutical sector, together with clear business orientation and close personal support by a partner, are Firon's consistent prescription for success in these fields.

'Firon Law Firm is considered the best firm in the country in this area – representing large pharma companies, medical centers, HMOs, etc. They have a special regulatory understanding and ample experience in handling the regulator.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Full legal support and representation for pharmaceutical companies;
- Involvement in regulatory procedures for the client's benefit.



ACHIEVEMENTS

The firm's impressive capabilities are regularly acknowledged by the most prestigious Israeli and international legal guides, including BDI, Dun's 100, IFLR 1000, The Legal 500, Chambers Global, and GCR.

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PURCHASING GROUPS

For over 70 years, Firon Law Firm is one of Israel's most eminent, leading and pioneering law firms in all legal aspects of real estate and construction laws and practices. Throughout this time, the firm has been ranked in the top-tier of leading law firms in the real estate sector by the most important Israeli and international legal rating guidebooks.

Firon Law Firm is without doubt a leader in the area and has vast experience in accompanying and supporting purchasing groups for offices and/or housing. The Firm's practice includes the full range and expertise required, from the initial phases of structuring the group and its model, on to locating the land and conducting negotiations for option and no shop agreements, drafting and negotiating land purchasing agreements and partnership agreements, to the planning stage of the project, the allocation of units to group members, support in the construction and building the project, support in obtaining credit from the financial institutions that accompany the group and the project, in handling all aspects concerning the special taxation of such projects, and until the final registration of the title of and rights in the project on the name of the group's members.

Over the years, Firon Law Firm has handled numerous projects for purchasing groups, some of which have been the most complex with hundreds of housing units. The Firm is also very experienced in legal advice and support to purchasers joining as members of the group throughout all stages of the project. The Real Estate Department's Partners at Firon Law Firm lecture and conduct courses on the topic of purchasing groups.

The secret of the success of the Department is its uncompromising professionalism, its personal and loyal commitment to the client, and the provision of unparalleled quality, professional and precise legal service.

The firm's branches located in Tel Aviv, Haifa, Nazareth and Be'er Sheva, enable close support by the firm's lawyers in every part of the country as well as overseas, especially in central, eastern and southern Europe through Firon Bar-Nir and its offices in Romania, Bulgaria, Greece and Serbia.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Negotiations for purchasing groups;
- Support in tender proceedings;
- Partnership agreements;
- Real estate taxation;
- Zoning, Planning and construction processes;
- Financing agreements;
- Agreements with Contractors;
- Marketing the project and selling apartments;
- Registering rights;
- Settling disputes.

'We hold Firon as premium law firm: best services, best know-how, best staff, and leaders in real estate and finance.'

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INTELLECTUAL PROPERTY

The modern IP regime is evolving in direct relationship with the pace of development and evolution of the Internet and the resulting emerging technologies. IP is a dominant factor in almost any commercial and non-commercial enterprise.

Firon Law Firm was among the first to identify the rising trend according to which a Big Law Firm should also provide its clients with a full suite of high-level IP services, which historically been the preserve of boutique law firms. Today, the firm's department is led by partners who are considered amongst Israel's most prominent IP attorneys, and the department itself has become an integral and meaningful part of the firm, offering its specialized advice to the firm's various departments.

The firm specializes in all modern IP aspects representing its clients both in Israel and abroad. The firm's services span the entire IP spectrum, from drafting and registering patents, designs, and trademarks, through IP litigation and to the commercialization of IP rights. As one of Israel's largest and most distinguished full-service law firms, our IP clients benefit from a very wide range of complementary and otherwise related services to address their needs, under one roof.

The firm has extensive experience representing IP-driven multinational corporations with multi-billion-dollar IP budgets, with proven success and unprecedented achievements which include winning many precedent-setting rulings in the Supreme Court and leading breakthrough innovations in the field of Internet law.

The firm's reputation also extends overseas. Firon Law Firm's lawyers have played a key role in designing IP law worldwide and serve as active members on eminent Government and international committees entrusted with shaping the IP legislation. The firm's partners have authored well-known books and articles in the field (including a leading reference/text book on copyrights). The firm is a member of prestigious international intellectual property organizations.

'Well-known group offering clients the full range of IP services including the drafting and prosecution of patents. Assists clients from a wide variety of sectors, including manufacturing, telecommunications and healthcare. Enjoys an established reputation in the market, advising local and international clients on both domestic and foreign matters.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Drafting and registering patents in Israel and across the globe;
- Registering designs and trademarks in Israel and across the globe;
- IP Litigation;
- IP Commercialization;
- Representing copyright and authors' organizations;
- Licensing agreements;
- IP matters (including IP due diligence) in M&As (including for large public companies), public offerings and capital raising deals in Israel and across the globe.

MEMBERSHIP IN INTERNATIONAL ORGANIZATIONS:

- INTA – International Trademark Association;
- ALAI – International Literary and Artistic Association;
- ISMA – International Social Media Association.

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CAPITAL MARKETS: INVESTMENTS, INSTITUTIONALS & FINANCIAL SERVICE PROVIDERS

FIRON

Firon Law Firm is in the forefront in Israel in supporting and advising investment houses in all their activities in the capital markets (managing funds, managing portfolios and investment advice), financial mediation (brokers, financial planners, family offices, hedge funds), financial services' providers (credit providers and financial asset service providers) and institutional bodies. The Firm is known for its expertise in the capital market and is very experienced in the legal environment that applies to all players. The Department's lawyers have major and diverse experience over many decades, in supporting clients in all issues regarding the capital market in Israel. The Firm also advises and is consulted by all the professional associations and Regulators that are active and determine the market behavior on a regular basis. The Firm's lawyers also make regular appearances before Government Ministries and Knesset committees.

The Department has four main areas of activities:

- **Supporting financial institutions and trustees of the financial institutions** – the Firm is a leader in providing legal support to traditional mutual fund managers and exchange-traded funds (representing one-third of this sector), mutual fund trustees, and exchange trade funds and bonds. Recognized as an expert leader in the capital market, the Firm represents the Association of Fund Managers Investing in Mutual Funds, and the Association of Trustees in the Capital Market, which coordinate the activities of the relevant players in these markets.
- **Financial Mediators** – the firm has developed unique expertise in advising and supporting financial mediators: brokers, portfolio managers, investment advisors, pension advisors, insurance agencies, family offices, financial planners, hedge funds and external funds. Again, recognized as a leading expert leader in the market, the Firm represents the Association of Brokers on the Tel Aviv Stock Exchange (TASE), which coordinates the activities of all non-bank members in Israel of the TASE.
- **Non-bank credit and financial asset services** – the firm led the legislation that had introduced and arranged, for the first time in Israel, the activities of non-bank credit companies and companies providing financial asset services, including leading fintech companies and all those operating blockchain and cryptocurrency platforms. The firm represents in Israel dozens of leading players, including in receiving the required licenses for these operations and in managing the dialogue with the Supervisor of the Capital Market, Insurance and Savings. Since its inception the main association in the field of large credit companies at the Israel Chamber of Commerce elected the Firm to advise and represent it in the dialogue and drafting of the regulations in the field of financial services. The Department's team is familiar with all the intricacies of the legal environment including the requirements for a license, managing the licensee's activities, and introducing compliance mechanisms adapting the companies' activities and procedures to the relevant existing arrangements – the Law for the Supervision of Financial Services (arranged financial services), Fair Credit Law, Interest Rate Law, Privacy Protection Law, Law to Reduce Use of Cash, the Prohibition of Money Laundering Law and all other relevant regulations, orders and instructions set forth by the empowered authorities.
- **Anti-Money Laundering (AML)** – From a position of strength in supporting dozens of financial bodies, which are subject to the various financial laundering prohibition orders, the Firm has developed unique unparalleled expertise in issues stemming from money laundering restrictions and routinely advises banking institutions and clients. In addition to routine advice and support on many major commercial issues for clients, the firm is proud of its contribution, as the representative of the associations, in shaping the supervision and legislative arrangements which have paved and introduced the major regulatory frameworks in Israel's capital market. The firm's lawyers regularly support the formulation of the latest legislative initiatives, which subsequently arrange the rules of the game in the capital market.



*'Service-oriented, professional, up-to-date
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CAPITAL MARKETS: CORPORATE AND SECURITIES

Firon Law Firm is one of Israel's most respected law firms in the capital market sector. The firm leads capital raising and financing deals amounting to billions of dollars for the largest companies in the Israeli economy. Firon Law Firm is highly experienced in supporting all legal aspects of stock exchange activities for public corporations, and over the years has handled major equity and bond offerings that were completed on the Tel Aviv Stock Exchange. Alongside its expertise in raising capital, the firm has unique proficiency in promoting groundbreaking deals and ventures on the capital market.

The Capital Market department supports the firm's clients throughout the lifecycle of public companies: initial public offerings (IPOs), raising capital and debt for publicly traded companies, mergers and acquisitions, and delisting companies from trading. The department's partners and associates, some of whom have held senior positions for the Israel Securities Authority, have garnered significant experience over many years in working on complex issues in company and securities law.

The department provides its clients with routine and close legal advice in corporate governance, and generally offers legal counsel to boards of directors and their committees and members as well as to controlling shareholders and other shareholders in public companies, on capital market issues regarding shareholder disputes, senior executive remuneration, officeholders' liability, relations between public companies and parties at interest, and controlling shareholders, including internal enforcement of corporate governance and securities, and drawing up plans and procedures bound by these. The department's activities include support and representation of public companies before the Israel Securities Authority, the Tel Aviv Stock Exchange, and the Supervisor of the Capital Market, Insurance, and Savings as well as before the relevant authorities and regulators (Supervisor of Banks and the like).

The department's attorneys also represent clients in business transactions that include capital market matters such as mergers and acquisitions, reverse mergers into stock market shells, and various private allocations. In addition to its intensive activities in raising capital and stock market deals, the department's team has unique, comprehensive, and extensive experience in handling and managing crises in public companies and corporations required to report all incidents, and generally in representing companies in civil (including administrative procedures before the Israel Securities Authority) and criminal procedures in securities law and company law. The department's practice is consistently ranked in the top tier in their field by the leading Israeli and international legal guides. The firm's clients in the capital market sector encompass leading public, government, and private companies from all areas of the Israeli economy, including real estate companies, insurance firms, investment houses, infrastructure and energy companies, tech companies, trustees and underwriters.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Legal support and advice for public, government, and private companies;
- Support in procedures for offerings;
- Advice for independent committees;
- Civil and criminal litigation;
- Corporate governance;
- Mergers and acquisitions;
- Handling and managing crises for public companies and corporations with reporting requirements;
- Representation before the relevant authorities and legal jurisdictions.

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CLASS ACTION LITIGATION

From the moment that class action litigation became standard practice in Israel, Firon Law Firm was already there, at the forefront of the field. Today, Firon Law Firm is Israel's most senior and most-well known class action law firm and is always ranked at the top by leading rankings guides due to its proven success in representing and protecting Israel's largest companies from large-scale class action lawsuits. All partners in this department received personal ranking in the local and international rating guides, and are recognized as leaders in their field.

As far as class actions are concerned, Firon Law Firm is most probably the first firm to turn to, the Firm handles the largest number of class actions in Israel, representing more than 100 new actions a year, with a proven success rate compared to all other local law firms.

As one of the firm's that have shaped the field, the department's partners hold senior positions at the Israel Bar Association including Chairperson of Israel Bar's Class Actions Committee as well as serving as lecturers in various class action forums. The firm's lawyers have left their mark in legislative procedures in the field and therefore and due to their extensive experience, they are frequently asked to serve as mediators – both on behalf of the court and on behalf of the parties involved.

During the years that the firm has been engaged in this sector, the firm has gained invaluable experience and has developed a deep familiarity with all class action types and issues counseling on countless lawsuits for an aggregate value of billions of shekels.

The firm's successes encompass all industry sectors, serving companies and service providers from the full spectrum of the Israeli economy and providing them with a full range of services for a complete protection including representation in courts, corporate and office holders' advisory on matters relating to Consumer Protection and Restricted Trade Practices as well as handling financial sanctions imposed by the Consumer Protection Authority and the Ministry of Economy.

In addition, the firm has special expertise in handling class actions in the insurance field, in a variety of branches: health care, elementary nursing and life insurance.

As far as class actions are concerned, Firon Law Firm has proved track record of delivering outstanding results in the field and has partners who are among the top of the field; these factors result in the firm being Israel's elite firm for class action work.

FIRON



70 YEARS OF EXCELLENCE

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Insurance companies;
- Securities;
- Suits Under the Restricted Trade Practices Law;
- Communications and Media;
- Energy;
- Hotels;
- Consumer Affairs;
- Health;
- Pharmaceuticals;
- Environment;
- Insurance.

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'They understand business and its complexities, and not just legal aspects.'

Chambers and Partners

TRANSPORTATION

Firon Law Firm offers a variety of practice areas in the field of transportation and is one of the leading law firms in the field. The extensive knowledge and expertise that the firm has acquired over the years enables it to offer uncompromising legal solutions in all of the legal and commercial aspects of this field. The firm represents a broad spectrum of clients, from clients operating public transportation lines and clients from the private transport industry and all the way through companies that provide various transportation solutions and services that interface with public transportation.

Our legal staff provides our clientele with legal representation and consultation regarding all of their ongoing interactions with the Ministry of Transportation, the Ministry of Finance, and the various governmental entities and/or other relevant authorities with respect to every issue and/or facet relating to operating public transportation as well as the importation, sale, and maintenance of bus and/or taxi fleets by the various enterprises operating in the field of public transportation.

Our comprehensive services include, among other things, assistance to companies participating in transportation tenders (published by the Ministry of Transportation, municipalities, local councils, and other public entities), representation and consultation in all of the legal aspects relating to the tenders, and preparation of the bids submitted in the framework of the tenders, as well as representation of clients in legal proceedings following and resulting from these tenders. Additionally, our team provides representation in a variety of transactions in the field of transportation in Israel, including in all matters relating to electric cars, the import into, and the marketing of vehicles and buses in the local market, and ventures relating to technological know-how and collaboration in the transportation industry, as well as with respect to all of the implications and legal aspects relating to the import of vehicles into Israel.

The firm's clientele in this practice area benefit from professional, personalized, and dedicated representation by our legal staff, which offers in-depth expertise in the field of transportation and works fully hand-in-hand with the firm's other departments to bring about the best possible legal outcome for each client's business needs and interests.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Legal representation before government ministries;
- Legal representation throughout the tender process;
- Representation in administrative petitions relating to transportation tenders;
- Filing petitions before the High Court of Justice relating to the field of transportation;
- Providing representation in transportation industry transactions;
- Representation and consultation regarding the legal facets of importing vehicles into Israel.

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PLANNING AND ZONING

The real estate, infrastructure and project finance sector, in general, is one of the top areas of specialization at Firon Law Firm, including zoning, planning and building. The firm's planning and building practice consistently wins high marks from Israeli and international rating guides, which rank it year after year as one of the leaders in Israel.

The firm has one of Israel's most experienced and senior legal teams in the country for handling planning and building matters. The team's accumulated expertise covers a broad spectrum of planning issues, including urban plans, outline plans, building permits, and betterment levies, as well as all types of objections. Over the years, the firm has represented leading companies in the sector and excels in conducting legal proceedings before all Israel's planning committees and courts, including the Supreme.

In recent years, the firm has been privileged to support the planning of projects worth billions of shekels. It has been chosen by government ministries to lead projects of national importance, including projects for construction of thousands of apartments for rent, complex projects in the field of hotels, and extensive projects in the defense industry sector, including some of the largest carried out in Israel, spanning all areas of planning and building in every region of Israel.

Firon's comprehensive service includes representation across the full range of planning and building procedures, including procedures for objections, appeals, administrative petitions, claims according to clause 197 of the Planning and Building Law regarding depreciation in value, claims in the various jurisdictions for receiving requisition compensation, routine representation, and support in planning procedures, and obtaining approvals for various urban building plans.

'Firon Law Firm represents clients before the various planning and zoning committees, handling large-scale construction projects, including litigation in relation to such projects, and advising clients on the planning aspects of Tama 38 (NOP) projects. The group acts for government-owned companies, private companies and real estate developers.'

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Routine representation and support in planning procedures and obtaining approval for various urban building plans;
- Outline plans;
- Building permits and betterment levies;
- Objection proceedings;
- Appeals;
- Administrative petitions;
- Lawsuits for depreciation in value;
- Lawsuits for requisition compensation;
- Litigation.

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AVIATION

Firon Law Firm is one of the leading firms in Israel in the field of aviation law. The firm's unique expertise, extensive activities, and broad professional know-how have enabled it to influence and shape the existing regulations in this sector in Israel.

Firon Law Firm provides legal solutions for all legal, commercial, business, and regulatory aspects of the operations of airlines. It also offers civil and administrative litigation services for a wide range of clients, including Israel's largest airlines, individual pilots, the Israel Pilots Association, flight inspectors, and private pilots.

Comprehensive service includes support, representation, and negotiations for the purchase, sale, and lease of aircraft, representation of pilots (pilots and pilot inspectors) and airlines before the Civil Aviation Authority and the Chief Investigator, representation and defense in cases of safety incidents, administrative enforcement, advice regarding antitrust, aviation regulation, claims, commercial agreements, and more.

On the domestic scene, Firon Law Firm has led historic breakthroughs over the years that have changed the face of Israel's skies, including establishing low-cost flight routes to various destinations worldwide, setting up helicopter medical services, and establishing an airlift system to and from drilling rig locations.

The department's team is particularly proud of its contribution to shaping the central law in Israel that governs aviation (Aviation Law 2011) and its routine representation for all regulatory changes, such as changing operations and licensing standards in aviation. The firm has also initiated important legislative changes in the aviation sector. In addition, the firm is active in the international arena, including leading global agreements, activities with aviation authorities and foreign companies, activities with the ICAO, the International Pilots Association, routine handling of flight approvals, compliance with standards, and more.

The firm's clients in the aviation sector benefit from a unique advantage in the professional handling and personal, dedicated involvement of one of the firm's partners, who has shaped the face of aviation law in Israel. In addition, clients have full access to the extensive range of services of the firm's other departments.

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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Aviation regulation;
- Administrative enforcement;
- Safety incidents;
- Handling claims related to the aviation sector;
- Support and representation in agreements related to the aviation sector;
- Representation before the Civil Aviation Authority.

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Chambers and Partners

TELECOM AND MEDIA

Firon Law Firm has a developed and wide-ranging practice in the communications and telecoms sectors as well as in media and entertainment. The firm supports a broad spectrum of organizations in these fields, from artists and private enterprises to leading telecom companies in Israel and around the world.

The extensive experience and know-how in these areas have earned the firm's attorneys recognition from the best legal rating guides, which routinely rank Firon Law Firm as one of the top-rated firms in this field in Israel.

The firm's team specializes in all aspects of the field through its understanding of the distinct characteristics of the communications market and the unique regulations that apply to it, including issues of broadcasting content, technology, licensing, and owning the means of control for license holders.

The firm's broad expertise in the fields of commercial law, regulatory affairs, antitrust, litigation (with an emphasis on class action suits), and other complementary areas enables the firm to provide its clients in the communications, telecoms, media, and entertainment sectors with comprehensive legal support for all their business needs.

The firm's diverse clients include communications companies and the largest media providers in Israel and worldwide, content providers, broadcasting franchises, leading Internet and telecom companies, infrastructure companies in the communications sector, production companies, and well-known artists, performers, and celebrities from all fields of endeavor.

The firm's rich experience allows it to provide services tailored precisely for the client's needs, including comprehensive protection against lawsuits and class actions from disputes arising in connection with production and commercialization agreements, including copyright protection and performers' rights.

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The firm provides legal consultancy in more than 40 areas of law under one roof, including Real Estate, Infrastructure and Project Finance * Litigation and Dispute Resolution * Capital market and securities * Mergers and Acquisitions * International Corporate & Commercial * Class Actions Litigation * Energy * High-tech and Startups * Intellectual Property * Urban Renewal * antitrust and Competition * Labor law, and more.



INTERNATIONALS NETWORKS

Firon Law Firm has been chosen as the sole representative in Israel of Multilaw and Interlaw, prestigious networks that incorporate dozens of top law firms from more than 150 countries.



ACHIEVEMENTS

The firm's impressive capabilities are regularly acknowledged by the most prestigious Israeli and international legal guides, including BDI, Dun's 100, IFLR 1000, The Legal 500, Chambers Global, and GCR.

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INFRASTRUCTURE, TENDERS AND PROJECT FINANCE

Over the past 70 years, Firon Law Firm has developed and grown along with the State of Israel and has had the privilege to actively support the construction of the largest, most challenging, and major national projects. The firm has consistently won respect in Israel and abroad, as is expressed each year in its top tier ranking in infrastructures, projects, energy, and project financing in the leading Israeli and international legal rating guides. Firon Law Firm supports leading developers as well as governmental companies in a range of infrastructure projects in transport, energy, water, public housing and more.

Firon Law Firm made its mark in the Israeli economy by leading and being highly involved in all phases of national construction projects such as construction of highways, tunnels, railways, ports, desalination plants, power stations, renewable energy, defense projects, courts, government buildings, houses for rent and students' dormitories.

Firon Law Firm is a leading firm in this field with a unique unparalleled experience gained over many years of legally leading the largest and historic infrastructure projects including PPP, PFI, BOT, and BOO projects. The firm represents the entire range of public, institutional and commercial organizations in the field of infrastructures and energy, before and alongside developers, contractors, state authorities, NGOs, colleges, and funding bodies including representing the largest banks. In recent years, Firon Law Firm has handled the financing arrangements and agreements of the most capital intensive and complex projects in Israel.

Furthermore, over the years, the Firm has assisted in complex, large-scale projects, including the Red Line of Tel Aviv's Light Rail Project, the Blue Line of Jerusalem's Light Rail Project (PPP), the Green Line and Purple Line tenders for Tel Aviv's Light Rail Project (PPP), the Haifa-Nazareth Light Rail Project (PPP), representation of the Defense Ministry in various construction projects, and more.

The real estate, infrastructures and project finance department believes in providing its clients with the most comprehensive, extensive, and professional service in which clients receive an overall spectrum of legal advice and services including the broadest solutions for all legal issues. The firm's clients are given close and personal support by a Partner in every case and also benefit from the overall legal knowhow of the Department in real estate, planning and construction subjects.

The Department's clients include the largest and leading public and private organizations in Israel and overseas, and at any given time the firm supports deals for developers, financiers, real estate companies, energy firms, transport organizations, government ministries, municipalities, banks, institutional investors, and more.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- All aspects of support for energy projects including public tenders, agreements and settling disputes;
- Engineering, Procurement and Construction (EPC) agreements;
- Operation & Maintenance (O&M) agreements;
- Power Purchasing Agreements (PPA);
- Routine advice and support for companies before the regulators including the Israel Electricity Authority, Israel Land Administration and relevant government ministries;
- Project finance;
- Representation in all stages of infrastructure tenders.

**'Great negotiators with financial entities as well as
with contractors, business-partners and clients.'**

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ENERGY, INFRASTRUCTURE AND PROJECT FINANCE

Firon is one of Israel's leading law firms in the field of energy, infrastructure, and project financing. Over the years, the firm has successfully supported groundbreaking projects worth billions of shekels both in Israel and around the world. Inter alia, the firm has successfully accompanied the construction of the country's largest and most challenging projects with national significance for the economy and finances of Israel. The firm has made its mark on every public space in the State of Israel, in projects involving the construction of roads, tunnels, railways, ports, desalination plants, power plants, renewable energy, defense projects, courts, government buildings, rental and housing projects. It is with good reason that the firm's activities have not escaped the notice of the Israeli and overseas rating agencies, who consistently rank Firon as one of the leading firms among the elite group operating in the fields of infrastructure, projects, energy and project finance.

The firm has a unique track record and years of accumulated experience in managing some of the largest infrastructure projects in history, including BOT, PFI, PPP and BOO projects. For many years, the firm has provided its support on complex, substantial projects that have included the Red and Purple Lines on the Tel Aviv light rail (PPP), the tender for the Blue Line on the Jerusalem light rail (PPP), the tenders for the Green and Purple lines on the Tel Aviv light rail, the tender for the Haifa-Nazareth light rail project (PPP), representation for the Ministry of Defense construction tenders, representation of the H2ID development company, representation of government companies - such as the rental apartment company, Nativ Ha'or (a subsidiary of IEC), representation of the Ministry of Energy and Infrastructure, as well as the Natural Gas Authority, and many more.

In addition, the firm provides support on a wide spectrum of energy projects including water, gas and renewable energy, as well as for solar energy, wind energy, server farms and energy storage. The firm's lawyers specialize in accompanying all aspects of a project, including public tenders, project financing, drafting infrastructure agreements between the parties to the project, and resolving disputes that may arise in the course of the project. In this context, the firm has particular expertise in preparing and managing negotiations in relation to procurement and construction agreements (EPC), operation and maintenance agreements (O&M) and energy purchase agreements.

**'Great negotiators with financial entities as well as
with contractors, business-partners and clients.'**

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DIVERCED SECTORS

Israeli and foreign commercial companies who are among the largest in their fields; Overseas investors, government entities and advanced technology bodies; Leading entrepreneurs and contractors in the economy; A wide range of public bodies and institutions from the state authorities, non-profit organizations, colleges and finance entities; The major banks, government companies, in a cross-section of projects including transport, energy, water, public housing and more.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- All aspects of support for energy projects including public tenders, agreements and settling disputes;
- Engineering, Procurement and Construction (EPC) agreements;
- Operation & Maintenance (O&M) agreements;
- Power Purchasing Agreements (PPA);
- Routine advice and support for companies before the regulators including the Israel Electricity Authority, Israel Land Administration and relevant government ministries;
- Project finance;
- Representation in all stages of infrastructure tenders.

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PRIVATE EQUITY AND VENTURE CAPITAL

Firon Law Firm specializes in the segment of investment funds including Venture Capital Funds, Private Equity Funds and Hedge Funds, which completes the firm's mutual fund practice. The firm has many years of experience in supporting all kinds of investment funds throughout their lifecycle, from their establishment, through routine activities, advising on huge investments worth hundreds of millions of shekels, to the liquidation of investment bodies and distribution of the profits and assets among the investors. This rich experience combined with multidisciplinary understanding, an international orientation, and outstanding business acumen have endowed the firm's attorneys with the ability to represent any investment fund with skill and success.

The department's team has extensive experience in building complex deals, forming management structures of funds, and providing creative solutions that bridge the differences and needs of investors, funds, and companies. The firm also supports traditional investment instruments, such as mutual funds, portfolio management companies, and investment consultant companies, and is one of the most active firms in Israel in these areas.

The firm's in-depth, diverse investment expertise is also demonstrated in its advice on legislative proceedings to government ministries and its routine work with authorities and regulators.

The firm's clients in this sector include investment and venture capital funds spanning all types of investors, including international and Israeli venture capital funds, tech incubators, and private investors. In addition, Firon Law Firm is one of the leading firms in Israel representing institutional bodies in investments in venture capital funds, hedge funds, and private equity funds incorporated in Israel and overseas. As part of this, the firm represents many large and well-known institutional bodies in Israel and supports large-scale investments.



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COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Supporting and representing a fund throughout its lifecycle;
- Mergers;
- Acquisitions;
- Negotiations;
- Active acquisition deals;
- Liquidation and distributing profits from the investment;
- Regulation.

'The human resources I think make the difference. The team is professional and have unique specialty in the field of practice. We are a firm that holds funds as a GP and LPs giving finance and the firm serves us in all aspects thereof.'

The Legal 500

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