

NÍSHLÍS

| GLOBAL LEGAL MARKETING

IFLR1000 2022

Israel Rankings Analysis

August 2022

Nishlis Legal Marketing

The legal sector is currently changing before our eyes. Economic uncertainty, the way clients seek and maintain legal services and saturated legal markets are just a handful of the challenges confronting law firms today as they look to retain clients and attract new prospects. Never has it been more important to develop and implement a clear and robust marketing strategy that is understood by all your professionals.

As you look to generate, engage with and convert more business leads, you benefit from partnering with one of the premium legal marketing and business development consultancies in the market, with proven results.

Today, with more than 25 years' experience, working at prestigious legal directories and in submissions departments at leading UK, U.S. and Israeli law firms, our team of submission experts, have helped domestic and global law firms get their messages across to the global directories.

Key Findings

2022

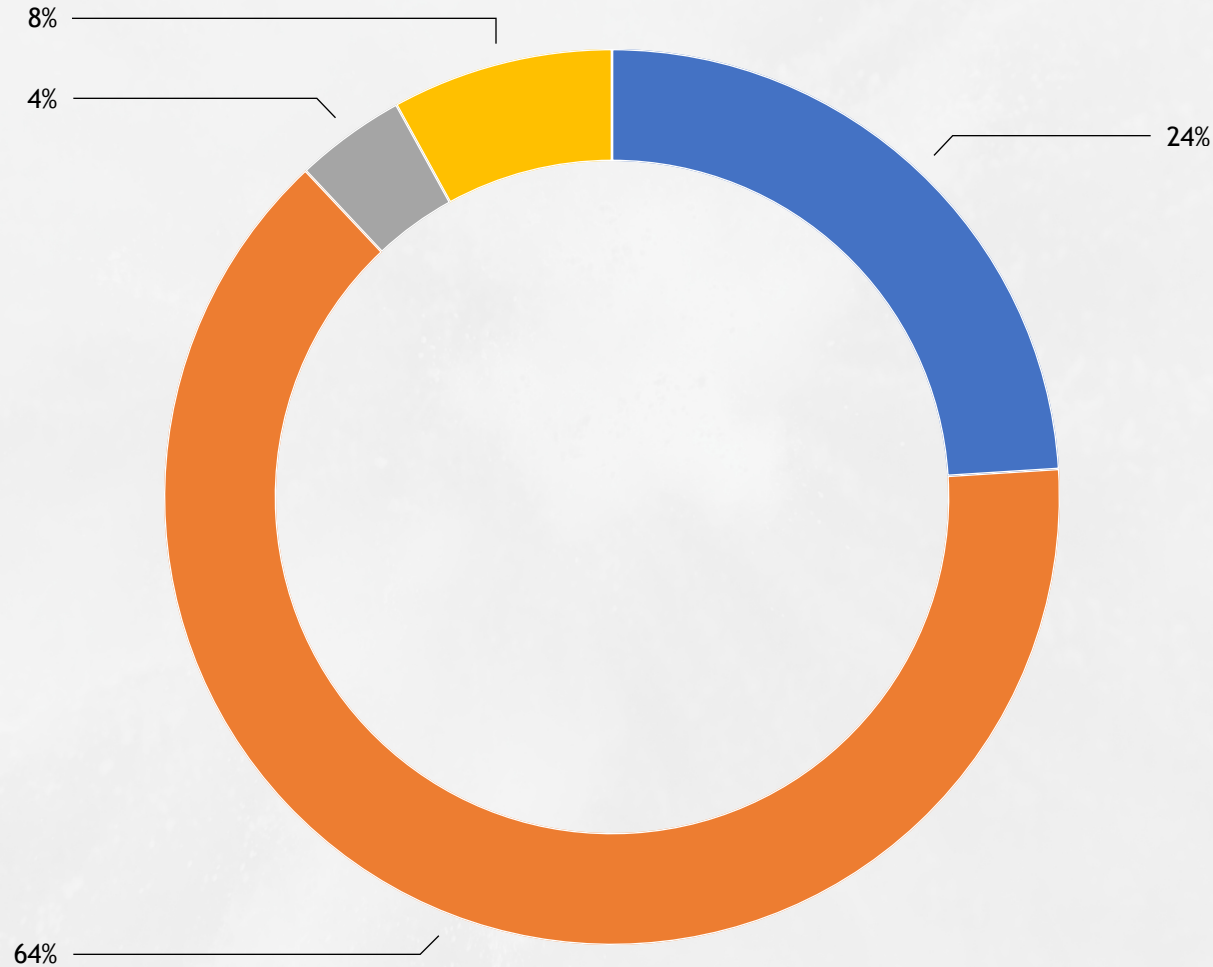
Executive Summary

- Lowest number of changes in the rankings (25), compared to previous years.
- No changes in tier 1 and a single improvement into tier 2 ranking, across all practices.
- One firm went down the rankings and two fell out.
- 22 improvements (up/new) by 16 firms. Two of which had 3 improvements and two of which had 2 improvements.
- Among all practices, only 6 firms moved up. 16 new entries.
- New tier 4 introduced in restructuring.

Executive Summary

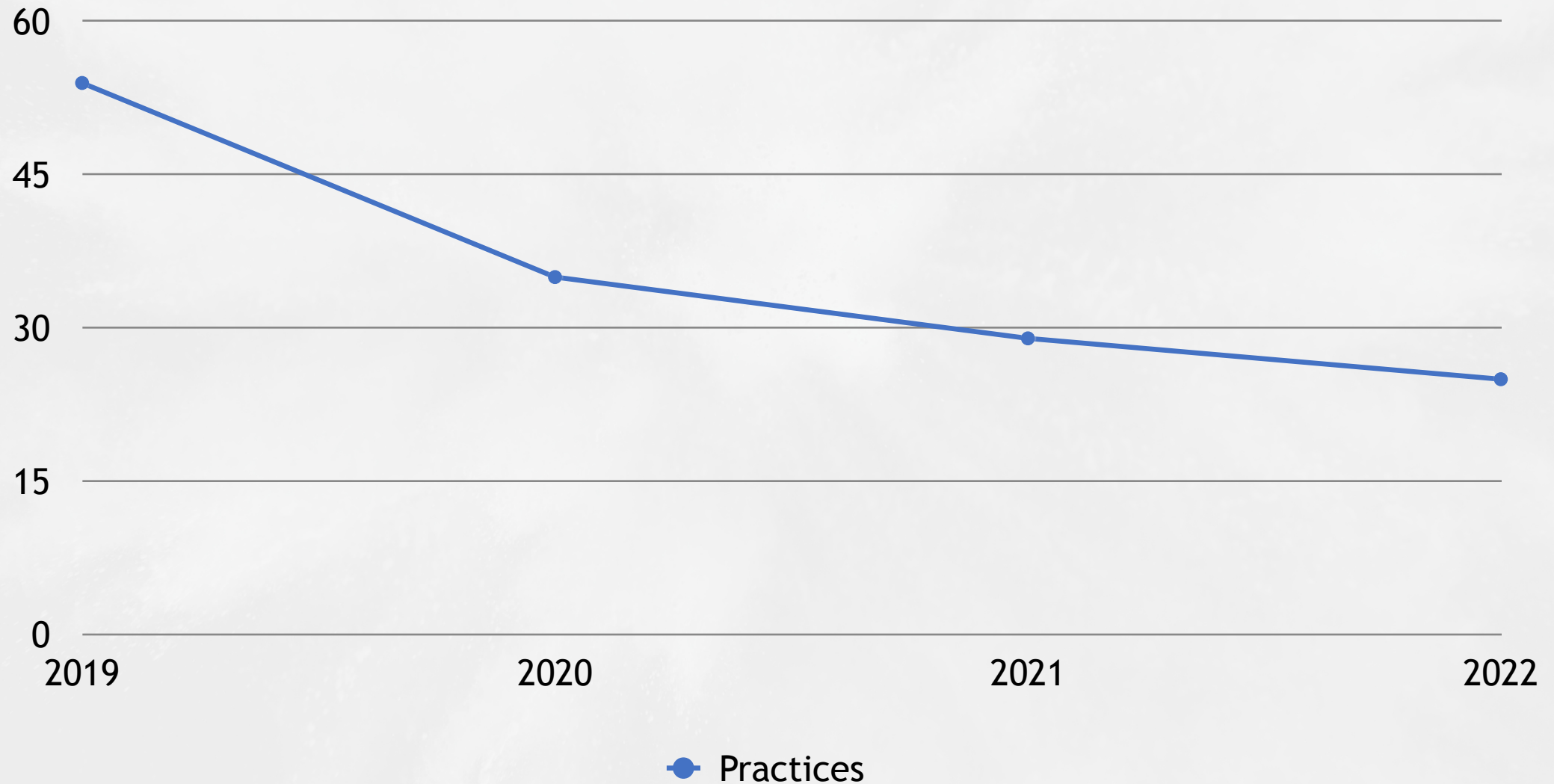
- Nishlis Legal Marketing can be credited for 75 percent of all the new entries (12 out of 16).
- Individual rankings have not been published yet (as of August 31st, 2022). We will update this presentation once published.

Improvements in 2022 (ranked practices)



- Up
- New
- Down
- Out

Total number of changes - overall





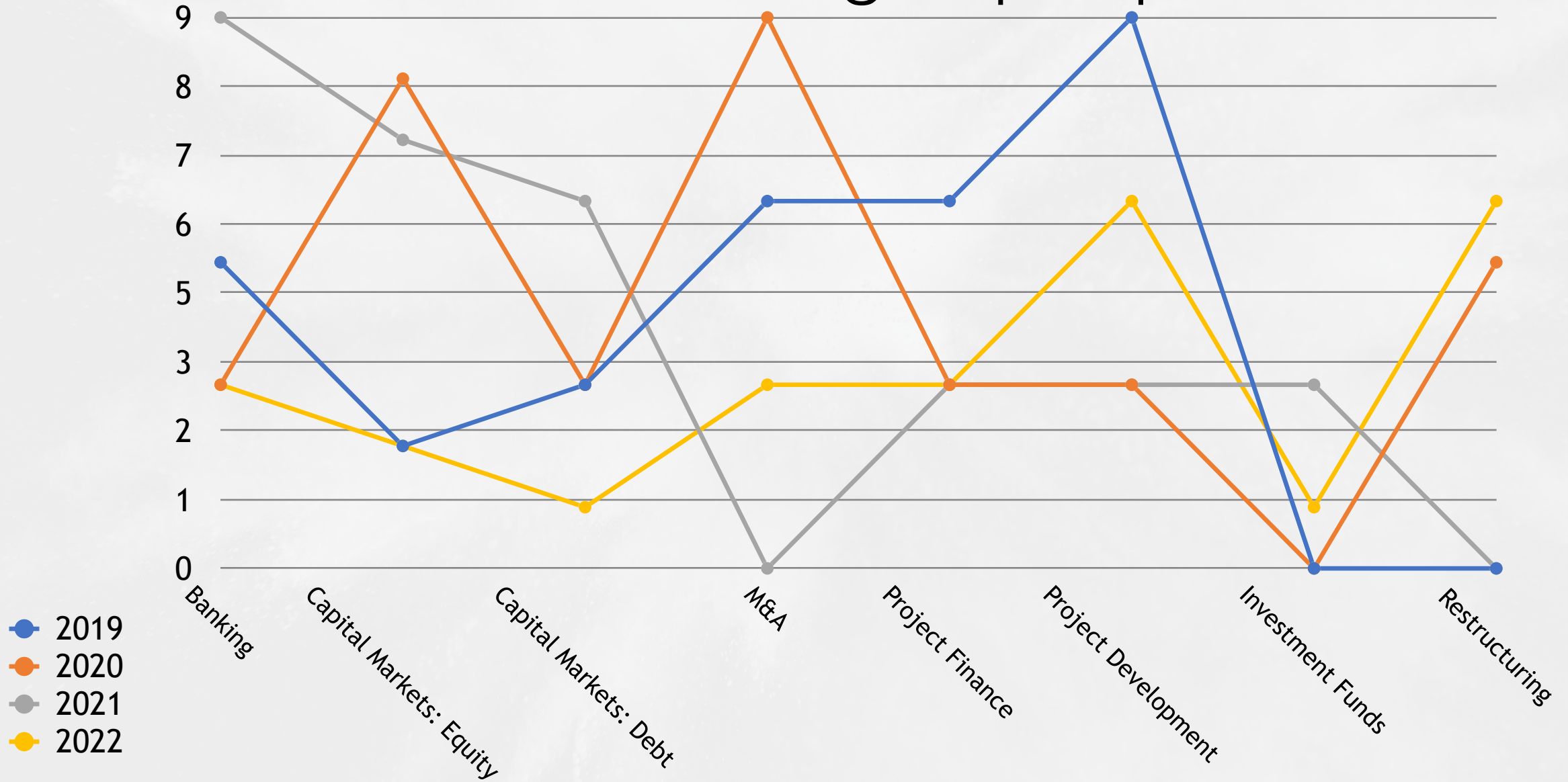
Practice Overview

2022 and comparison to previous years

2022

	up	new	down	out
Banking		1	1	1
Capital Markets: Equity	1	1		
Capital Markets: Debt		1		
M&A	3			
Project Finance	1	2		
Project Development	1	5		
Investment Funds				1
Restructuring		6		

Total number of changes per practice

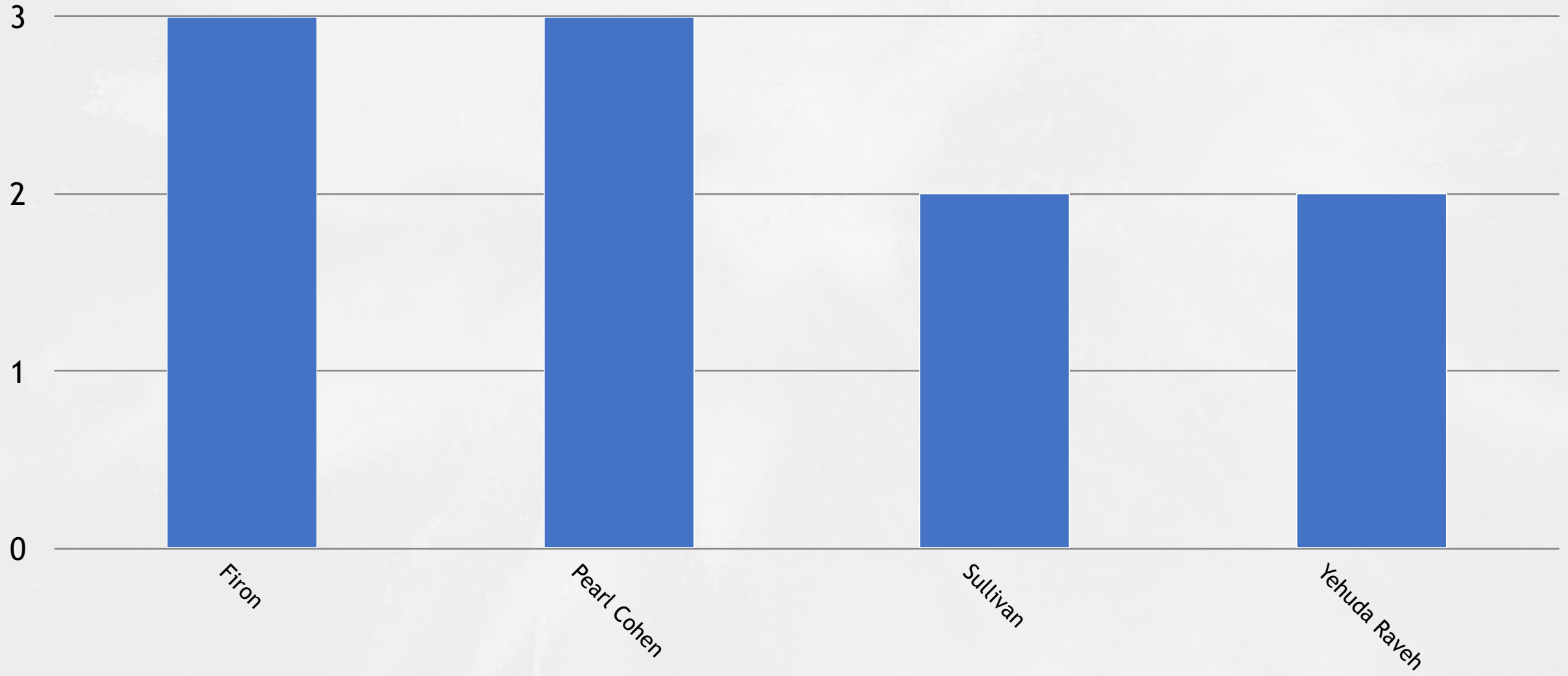




Firms Overview

2022

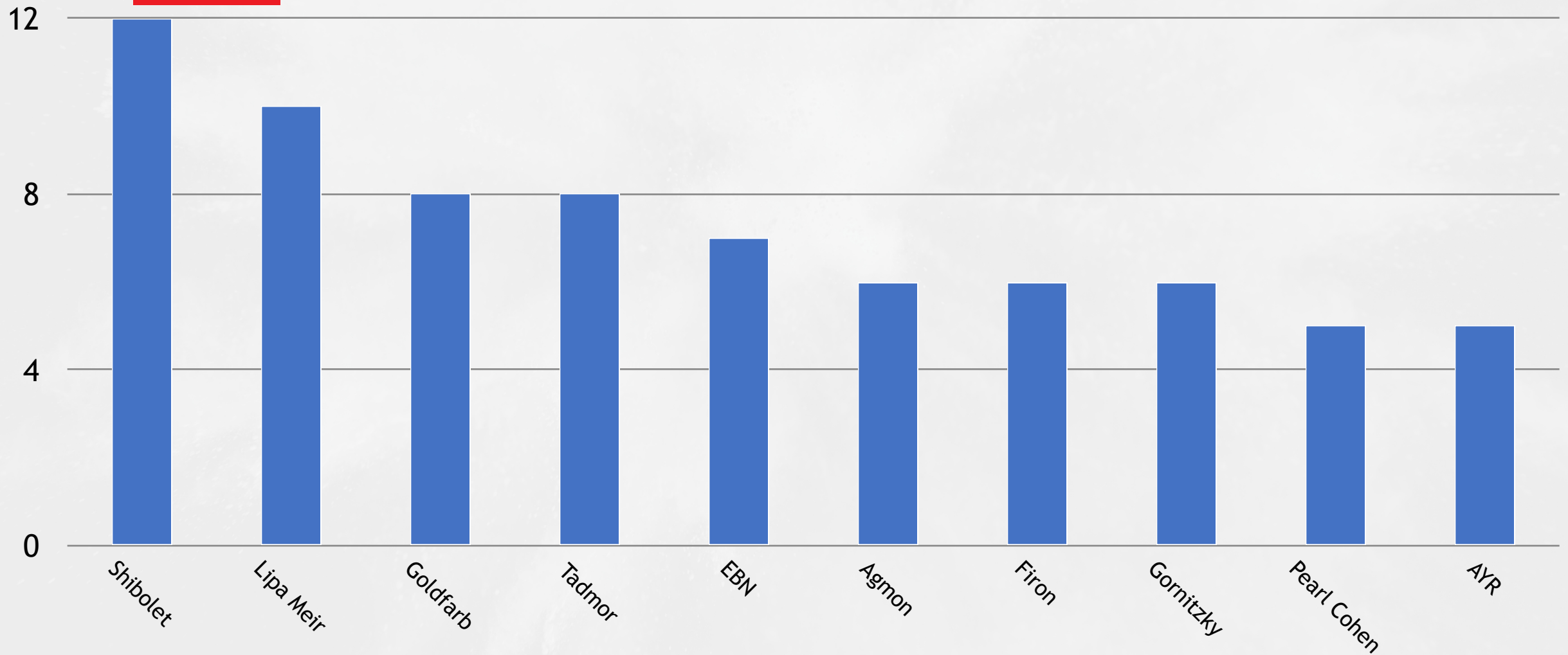
Best Performing by Practices



Graph Explained

- Graph shows total number of improvements (Up+New)
- 12 additional law firms had one movement up or entered the rankings.

10 Best performing law firms -overall (2018-2022)



Graph Explained

- Graph shows total number of improvements (Up+New)
- 3 additional law firms had 4 improvements and 4 law firms had 3 improvements.

The background is a grayscale image of a celestial body's surface, possibly a planet or moon, with a prominent red diagonal line running from the top-left to the bottom-right. The text is centered in the white space.

Thanks

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