



# INDE

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**ABOUT US** 

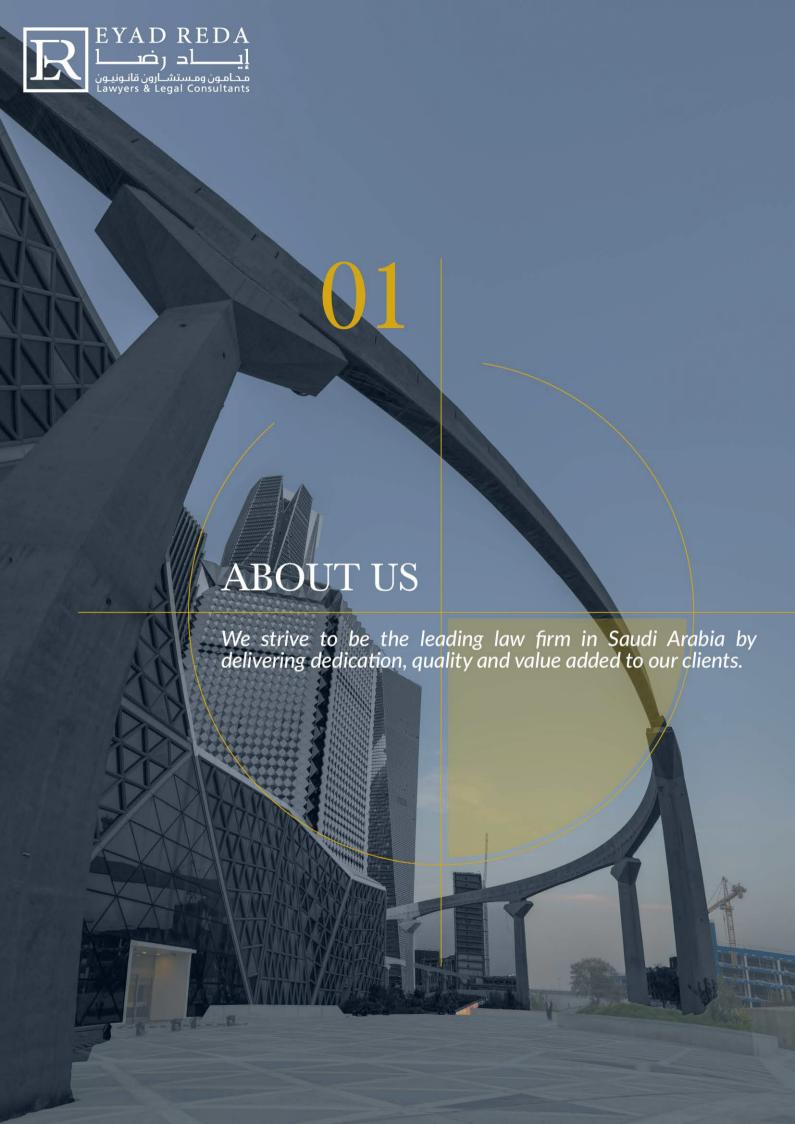
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## **ABOUT US**

Our established track record of more than (20) years practice in Saudi Arabia helping our clients to achieve their goals and providing them with our legal support across different practice areas; including corporate, commercial, regulatory, restructuring, and litigation. We are a well-distinguished and market leading law firm in the legal industry, we have successfully participated in major mandates for national and international clients.

"In depth knowledge and understanding of the legal industry in Saudi Arabia, maintaining communication and trust with our clients and stakeholders"

Eyad Reda Law Firm LLP ("**ERLF**") is one of the strongest, full service legal practices in Saudi Arabia. With a well-diversified team, our expertise and track record are underpinned by an in-depth understanding of Saudi Arabia's regulatory environment, market drivers, legal framework, cultures and customs, direct and most relevant restructuring experience. Deeply entrenched in different legal practice areas, our lawyers maintain strong understanding and communication skills with our clients and stakeholders.

We are striving to remain the leading law firm in Saudi Arabia in terms of providing legal services. Our services are distinguished by knowledge, high quality, value added to the legal works. We always seek to expand our understanding and awareness of the full aspects of legal works of our clients and their sectors. Furthermore, we believe in the significant importance of establishing strong and cooperative relationships, as well as excellent communications to ensure high quality and provide the efficient and cost-effective services.







# TRANSPARENCY, CONFIDENTIALITY, CONFLICT OF INTERESTS, ANTI-MONEY LAUNDERING, AND ENSURING COMPLIANCE



ERLF, and its employees, confirm their full compliance with the effective laws in Saudi Arabia, which criminalize offering, giving, or promising to offer or give subsequent reward directly or indirectly, as well as laws that prohibit and criminalize subsequent reward in any form whatsoever; Le. cash, something with material or intangible value such as a present, gift, a training course, participation in a conference or event, etc, which have any material or intangible value for any of the persons associated with the Project.



ERLF ensures the correctness and integrity of all the data it provides regarding the disclosure of interests and their conflict. It also confirms and undertakes to disclose immediately the real or potential incidents, circumstances, or changes that have occurred or may occur in property, legal statuses, or kinship relations, which may have an impact on the disclosure provided, whether the effect is direct or indirect.



ERLF and its employees confirm their full commitment to fully comply with the regulations pertaining to combating corruption within Saudi Arabia, including, but not limited to, the Anti-Bribery Law issued by Royal Decree No. (M/36) of 29/12/1412 AH. The Office, and its employees, also confirms full commitment to the Anti-Money Laundering Law promulgated by Royal Decree No. (M/20) of 02/05/1439 AH.



ERLF, and all its employees, undertake to maintain the confidentiality of data and information of whatever nature or type that we obtain or may obtain through our contractual relationship, whether we obtain it directly or indirectly and in whatever form.









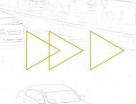


#### TERRALEX MEMBERSHIP

We have a prominent presence in many countries, and our clients can access all legal specialties around the world through our exclusive office membership with TerraLex in Saudi Arabia. TerraLex is a leading global network of independent law firms and offices. With more than (160) law firms and offices across more than (120) countries worldwide, TerraLex connects with the best law firms and law experts who are distinguished in various legal fields. For over 30 years, TerraLex members have provided quality legal services and advice to clients worldwide.



Our membership with TerraLex provides access to the global legal specialized expertise needed to provide our clients with the finest legal resources anywhere around the globe. alongside with ERLF on the ground team of lawyers and legal consultants. Most of them have obtained the necessary training and education in UK, USA, and others, besides their Shari'ah-based and legal qualification in Saudi Arabia.







#### Experienced, well established talented team |

Our team has developed experiences on several areas, ranging from joint ventures, franchising, and distribution agreements to merger & acquisitions to restructuring projects involving multiple jurisdictions. Our lawyers have deep knowledge and understanding of the various regulatory legal aspects taking into considerations associated commercial and cultural surroundings. Our team has advised multiple of national and international clients in compliance aspects related to competition and antitrust, privacy and data protection, IP and E-commerce, healthcare and education, energy and industry.

#### A hands-on approach

We dedicated to directly interact with many government entities to provide the best service to our clients, including the Ministry of Justice (MOJ), Board of Grievances (BOG), Saudi Arabian Central Bank (SAMA), the Capital Markets Authority (CMA), Ministry of Commerce (MOC), General Authority of Competition (GAC), Ministry of Investment (MISA), Public Investment Fund (PIF), Ministry of Human Recourses and Social Development (HRSD), Ministry of Finance (MOF), Zakat, Tax, and Customs Authority (ZATCA), Ministry of Communication and Technology (MCIT), Ministry of Foreign Affairs (MOFA) and other Judicial entities and committees including Bankruptcy, Dispute Banking Committee, Commercial Papers and Insurance. The firm has also played an essential role in advising and establishing governmental fully or semi owned funds as well as fully or partially owned companies.





Advisory and Consultancy Approach

A critical principle of our clients' engagement is trust and reliability. Our team members' knowledge and integrity are solid bases in maintaining a mutually beneficial relationship with our clients. We are positioned to be advisers to our clients, we handle conflicts, KYC and compliance seriously and apply zero tolerance toward it. We always aim to build a long-term relationship with our clients where we deeply understand their businesses and needs and accordingly design legal solutions around it.

"ERLF methodology is based on three components: Prior Preparation, Maximizing Use of Resource, Division and Diversity"

**Prior Preparation:** Our team believe in the importance of pre preparation, which is evident by holding internal workshops for preparing for the scope of the project and verifying that all team members understand its requirements and relevant tasks. These efforts represent, from the outset, a cornerstone in developing a clear framework for implementation of the scope of work through maximum utilization of human capital and other resources.



Advisory and Consultancy Approach

Maximizing Use of Resources: Our team uses international expertise and its own previous experiences in the field of project work. In addition, ERLF leverages all knowledge resources, whether hard or soft, which is evident for the following:



Existence of members with international experience to the work team.

Familiarity with the necessary hard and soft knowledge sources for providing the necessary information to ensure maximum benefit in the project work and achievement of its objectives.

Availability of models and a clear conceptualization based on previous experience of the project implementation mechanism and the form of its deliverables.



Advisory and Consultancy Approach

Division and Diversity: We believe that diversity in our experience is a strength for us and an important instrument for implementing the scope of work. Diversity in the work environment means new visions and creative ideas, which is evident when dividing works that require intellectual efforts in terms of research and analysis, which further result in multiple documents necessary for review and audit by the work team assigned to the project, which makes the deliverable of the highest possible quality based on broader insights to cover all possible aspects. This is evidenced by the following:



Identifying points of contact ready and responsive in an appropriate time to ensure flawless progress of the engagement.

Division of work paths between the project team members to achieve the broadest vision and the highest degree of comprehensiveness.

Conducting thorough reviews on the single deliverable in a manner that achieves the highest degree of clarity and quality.



# 05

## SUSTAINABILITY CONSIDERATIONS

We strive in achieving the highest levels of sustainable environmental operation and making a positive impact in the community.



#### **SUSTAINABILITY CONSIDERATIONS**

**ERLF Environment Sustainability Policy** 

#### Introduction

Clean or environmental operation of businesses or professional activities, which aims at reducing the negative impact of such activities and works on society and the environment, has become a cornerstone of professionalism in carrying out businesses and practicing activities, as well as a moral, religious, legal, and national commitment towards society and the environment. All the foregoing aims at the achievement of a key and highly impactful result, which is sustainability, so that no activity, work, generation, or period solely benefits from the resources Allah has given us, causing damages to those coming after it on several levels, namely:



health









social economic



environmental

Given the foregoing context, we -in ERLF- believe in the importance of environmental operation, and we seek to observe, measure, and follow up development, preparation, and implementation of a methodology for the same that would contribute to achieving the highest levels of environmental operation, and goes beyond to making a positive impact.

ERLF team works according to the environmental practices to activate the importance of environmental operation on a practical level by trying to balance what ERLF consumes and what it produces Accordingly, this policy confirms ERLF's commitment to environmental operation and lists key practices that it adopts and obligates each new member who join the team. This policy also sets out key future goals of ERLF for a sustainable environmental operation methodology.





#### SUSTAINABILITY CONSIDERATIONS

Consumption

#### Resources



Paper is the most prominent resource that is continuously and widely consumed in law firms and legal consultancies Since 2018, ERLF has pursued a policy based on reducing the use of paper and replacing it with soft copies even in its transactions with its clients, and significantly reducing printing. One of the results of this practice was that the volume of printing and paper usage decreased by more than (30%) than before.



ERLF has also reduced the presence of printing devices therein for its employees, to be limited to four printing devices, including a multi-use printer for all ERLF's (30) employees.



ERLF is seeking to develop an accurate measurement mechanism for the volume of paper consumption to reduce it in a systematic way. ERLF provides its employees with all supplies of utensils for use when eating and drinking, instead of plastic containers that result in large and daily consumption, and thus has reduced its use of plastic containers to no more than (20%) of days in one year.

#### Power



ERLF is determined to conserve power and reduce consumption by following up on its employee's commitment to shutting down all electrical appliances when not in use, and outside official working hours.

ERLF allocates one multi-use printer for all its employees, which contributes to reducing power used for these devices, and reducing their consumption.





#### SUSTAINABILITY CONSIDERATIONS

Results |

#### Waste



The practices in place for the consumption phase have reduced ERLF's operation waste to a reasonable extent The process of removing waste from ERLF does not accordingly take place daily, which indicates a decrease in its quantity due to such practices.

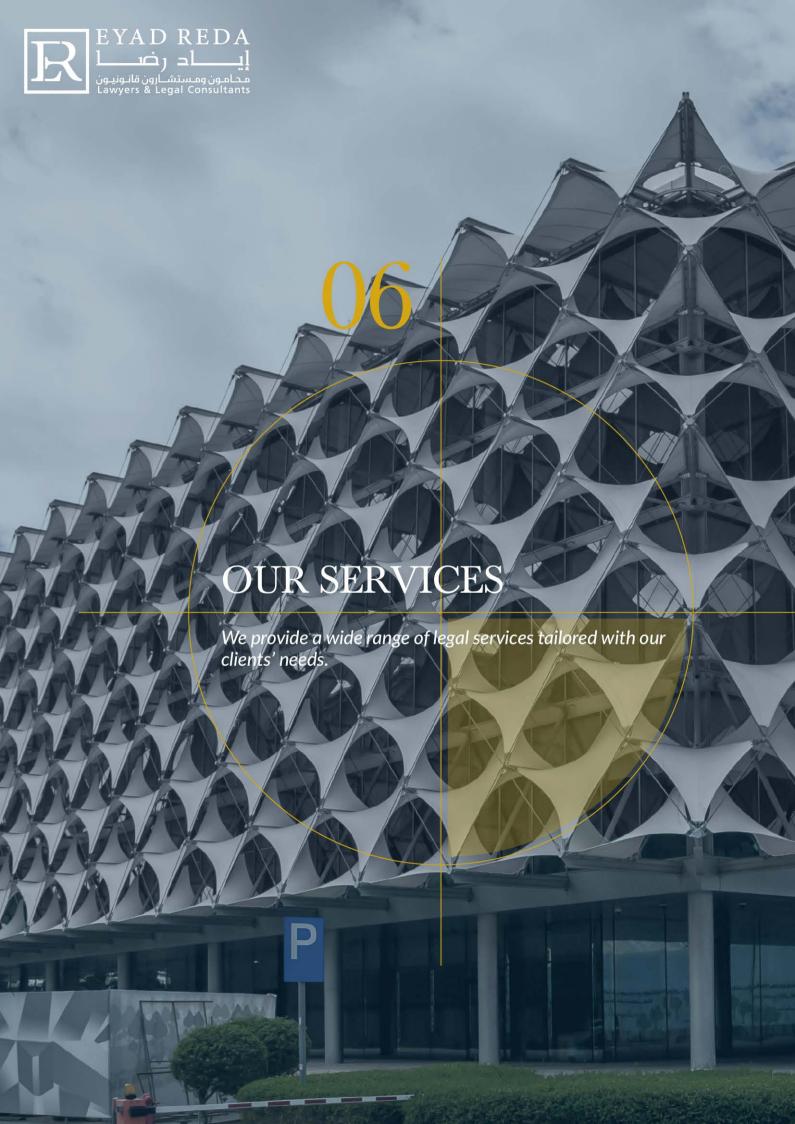
#### Positive Impact

ERLF has an initiative in place, which is (providing free legal services to serve non-profit businesses, individuals, and initiatives), and thus ERLF seeks to provide its services, in this regard, to environmental associations and organizations, to obtain legal services that contribute to their continuity and the preservation of their rights.

ERLF fundamentally concerned with providing indoor plants to all its employees and in its halls as several studies revealed the positive impact of this practice in the air and health in general, as well as the fact that it strengthens the bonds with nature. Building such a relationship is an essential matter in changing/behavior to preserving and caring for the environment.











CORPORATE, COMMERCIAL, CAPITAL MARKETS AND PPPs





FINANCE AND BANKING PRACTICE

RESTRUCTURING AND BANKRUPTCY





REGULATORY AND COMPLIANCE

E-COMMERCE, IP, PRIVACY AND DATA PROTECTION





FAMILY BUSINESSES, GOVERNANCE AND SUCCESSION

ADR, DISPUTE SETTLEMENT AND LITIGATION







#### 1- CORPORATE, COMMERCIAL, CAPITAL MARKETS AND PPPs |

#### Overview

Our team has worked on deals ranging from local joint ventures, franchising, and distribution agreements to complex restructuring projects involving multiple jurisdictions. Our lawyers have deep knowledge and understanding of the various regulatory authorities and are culturally attuned to. Our lawyers also have built comprehensive and detailed understanding of the requirements which can impact corporate operations and business demands.

- Advising a leading European bank on the establishment of a compound fund for a new private placement with the CMA, a SAR 450 million.
- Advising a number of global brands in retail, healthcare, and technology in regard to agency and distribution law, providing them with continuous legal advice relating to business activities and market access. Our team has managed to provide legal advice and support in relation to day-to-day corporate / commercial inquiries including matters associated to JVs, shareholding, management, competition and compliance.
- Advising a Spanish company in relation to the Saudi law aspects of a potential business divestment and the associated corporate restructuring.
- Advising a large Saudi contracting and trading company on the sale of a majority stake in a testing services company, SAR 300 million.
- Representing a GCC-based entity in SAR 1.5 billion private offering. This involved working closely with the client to draft the offering memorandum and ancillary documentation and counseling the client on compliance with regulations applicable to private offerings and financial intermediaries in Saudi Arabia.
- Advising on PPP projects between Saudi fund investors and Saudi universities to create the infrastructure of educational, residential, and commercial projects with few different creative financial and structural solution, a SAR 600 million project.
- Advising a Saudi leading electromechanical company on a SAR 750 million MEP contract for a multiuse complex hotel in the western province.
- Advising two multinational developers on their IPO in the Saudi market, advising on all legal associated matters with a listing process including working with all stakeholders and advisers, capitalized at SAR 4.8 and 15 billion.





#### 2- FINANCE AND BANKING PRACTICE

#### Overview

We advise on the full spectrum of banking and financial matters to national and international financial institutions ranging from financial regulations advice, product development and submissions, cross-border financing transactions, structuring and incorporation of financial funds and financial institutions. Our team members are experienced in providing the necessary legal support to obtain licenses associated with funds and/or banks activities.

Our in-depth knowledge of the regulatory environment, our understanding of our client's needs, our strong communication with relevant regulatory bodies, give us a strong basis to provide practical and sound advice.

Our team has also lead and participated in negotiations of lending and financings, both nationally and internationally, as well as representing both financial institutions and borrower.

Our team has significant experience including but not limited to advising on complex disputes relating to financial instruments and banking litigation. We seek to create strategies to safeguard clients' assets and reputations and enable them to concentrate on pursuing their business objectives with confidence.

- Licensing insurance, reinsurance, and brokerage insurance companies by leading the legal efforts to obtain required licenses from SAMA and other relevant governmental entities.
- Advising a number of authorized persons licensed by CMA/SAMA in different regulatory aspects including obtaining approvals, drafting funds' documents, dealing with investigations and compliance, other legal inquiries related to their operations and/or clients.
- Assisting the client on the renewal of finance lease license, provide legal and financial advice in relation to the governance and their transactions and day-to-day operations.





#### 3- RESTRUCTURING AND BANKRUPTCY

#### Overview

We provide our solutions to national and international clients at different stages and levels of restructuring and/or bankruptcies. Our team members has been involved in advising clients during financial difficulties, market crises, and pandemics where they had the opportunity to lead the first submissions before the commercial court of the restructuring options that are regulated by the provisions of the Bankruptcy Law including, protective settlement, and financial restructuring and bankruptcy.

Our team are experienced to deal with all aspects of restructuring including operational restructuring, distressed debt, merger & acquisitions, and asset in financial recovery as well as our services in due diligence reports and formal representation in bankruptcy procedures and liquidations.

Our experienced team specialized in restructuring and resolving organizational crises is dedicated to take care of our clients' interests wherever they are at any stage of their business, by providing possible solutions to legally solve financial destress situations in accordance with the Saudi bankruptcy law and its implementing regulations. It is a crucial point when advising our clients to always evaluate different elements of risks, particularly those related to shareholders, board, executive management.

- Drafting regulatory framework for constructions, industrial infrastructure, utilities, and logistics sector in the Eco-nomic Cities in Saudi Arabia.
- Participating and leading work force to review public transportation and health care system in Saudi Arabia and request regulatory changes.
- Conducting a national compliance due diligence in telecommunication and technology in Saudi Arabia and propose legal and regulatory changes based on international best practice.





#### 4- REGULATORY AND COMPLIANCE I

#### Overview

During the last 20 years ERLF practice team members has participated and lead key regulatory reforms, varying from financial regulations to different sectors and areas including healthcare, transportation logistics, industrial, telecommunications and privacy, media, defense, culture, hospitality, entertainment, municipalities, banking and corporate. The firm has also participated effectively in international regulatory aspects including adherence to international agreements and treaties, bilateral and multilateral.

In the other hand, complying with numerous regulations and all new legal reforms affecting businesses will certainly be challenging. ERLF will help to ensure that your business understands its regulatory obligations and always remains compliant. The firm helps its clients to invest in compliance and avoid the high cost of violations.

Our team is dedicated providing quality, practical advice to assist our clients to protect their businesses from the consequences of regulatory non-compliance. We can help our clients to design and implement compliance systems. We offer expertise and fresh thinking in areas such as competition, financial services, data protection, health & safety, and licensing.

We focus on regulatory compliance and designing and implementing policies, procedures, and practices to achieve this. We can also help achieve swift resolution of compliance issues and assist in deals with law enforcement and other regulatory bodies when this is necessary.

- Drafting regulatory framework for constructions, industrial infrastructure, utilities, and logistics sector in the Eco-nomic Cities in Saudi Arabia.
- Participating and leading work force to review public transportation and health care system in Saudi Arabia and request regulatory changes.
- © Conducting a national compliance due diligence in telecommunication and technology in Saudi Arabia and propose legal and regulatory changes based on international best practice.
- Acting as a lead adviser in the workforce conducting comprehensive due diligence in regulatory aspects related to corporate and commercial reforms in Saudi Arabia.





5- E-COMMERCE, IP, PRIVACY AND DATA PROTECTION

#### Overview

We are well placed to assist our clients as we offer solid local knowledge and understanding of Saudi laws. Our expertise and track record is supported by an in-depth understanding of Saudi regulatory environment, market drivers, legal framework, commercial and corporate general/transactional know how, cultures and customs. Deeply entrenched in the local market, our lawyers maintain understanding and communications with relevant regulatory bodies.

Our relevant experience enables us to provide a full range of corporate and commercial across sector e-commerce, IP, privacy and data protection legal services across multiple practices.

- Advising two major Asian international gaming companies regarding advertisement of online membership, gaming, tournament and online pools.
- Drafting contracts and T&C to regulate the relationship between a client and its application users, including providing an advice in relation to online hospitality activities.
- Providing legal support and drafting compliance handbook regarding online operations, e-commerce, competition, consumer protection, employment, warranties, and other legal aspects to one of the world largest online retail companies who recently started their operations in the Saudi market.
- Providing comprehensive ongoing legal advice to regional food retail company and global soft drinks company and national paper and stationery company, including providing legal advice related to contracts, vendors, leases, employment, end users, financing, and compliance.
- Drafting service level agreements between three e-wallets and fintech with seven Saudi banks to provide e-payment solutions.
- Providing a legal advice and regulatory compliance report for an EU car manufacturing company regarding IP and privacy laws associated with their operating system solutions with their cars.





6- FAMILY BUSINESSES, GOVERNANCE AND SUCCESSION

#### Overview

We help family businesses to be institutional so they can survive, we help them to tap into greater potential. ERLF team provide varies legal services for family-owned business that ranges from establishing the family business, handling corporate and commercial contracts and agreements, as well as designing business' governance structures and risk control standards, planning and designing succession. We assist our clients to legally handle business transformation in a tailor-made approach to assure governance and sustainability.

- Advising and judicially representing family business group in dealing with restructuring, debts, and managing settlement process with more than 130 creditors of a SAR 22 billion.
- Advising three key family businesses with a total share's capital value of SAR 1.5 billion in matters related to restructuring of establishing JV's, contracts, and M&A.
- Advising five Saudi family-owned joint hyper stock companies in healthcare, construction, insurance; and tourism and hospitality industry in connection with SAGIA, MOCI, and CMA on contracting, regulatory and compliance matter.
- Advising a family-owned conglomerate on its potential multi-million acquisition in the automotive industry, in establishing group projects with total capital value of SAR 400 million to become one of the leading companies in providing.
- Advising a family-owned business on drafting and executing full legal documentations of family business constitutions regulating a full spectrum of topics including governance, succession, expansion, competition, exit and spin off, dispute settlements.
- Advising a Saudi family group regarding its dual listing in an investment fund in Dubai, which invests in two Saudi leasing companies in Saudi Arabia, with the aim of complying with Saudi securities regulations, companies' law, and combating cover-ups.





#### 7- ADR, DISPUTE SETTLEMENT AND LITIGATION

#### Overview

ERLF is distinguished from many other law firms in providing highly specialized dispute settlements and litigation legal support. What position ERLF apart is a reliable, local and on the-ground knowledge and experience which is provided according to best international standards. ERLF always meets client's needs in various fields and assure exceeding clients' expectations.

Our team are skilled in litigation and arbitration as well as alternative dispute resolution and they use this expertise with the clients devise the best strategies. In this field, we work to manage potential risks and implement effective solutions to reduce costly legal escalation.

Accordingly, we recognize the importance of working to resolve complex business disputes quickly and as effectively as possible while providing solutions that are compatible with business objectives.

At ERLF we believe in the paramount importance of establishing strong and cooperative relationships as well as excellent communication in order to ensure a high quality with effective services, accurate, and cost-effective, while recognizing the sensitivity of the time factor, we neutrally advise our clients and evaluate all risks associated with litigation. We understand how expensive and time/efforts consuming it can be, but sometimes it is the only solutions.

- Acting as a mediator in several representations of clients where time and cost was critical to mediate and to avoid formal process, disputed amounts vary from SAR 16 million to SAR 780 million.
- Representing a family company in debt restructuring and completing court settlement procedures with more than 130 creditors representing a debt of SAR 22 billion.

  Representing an international services provider in a DIFC arbitration case applying Saudi
- Representing several Saudi and non-Saudi businesses in relation to enforcement of foreign judgments and international arbitration awards.







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**Eyad Reda**Managing Partner
Lawyer and Legal Consultant

Our long-established presence and understanding of the local market as well as our multi-lingual team of lawyers and business support bring a significant understanding of the business demands, regulatory environments and market drivers impacting clients.

Led by our Managing Partner Dr Eyad Reda, our team will deliver excellence and seamless legal services.



Our Lawyers





Mohammad Alzahrani Legal Director- Head of Projects Lawyer and Legal Consultant



**Dari Alrakhis** Senior Legal Consultant



Abdulaziz Abu Al-Naja Legal Consultant



Reem Al Masoud Legal Consultant



Musab Alosaimi

Musab Alosaimi Legal Consultant



Abdulaziz Alaqeel Legal Specialist



Omar Bahashwan Legal Consultant



Faii Alhussain Legal Specialist



Our Lawyers

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Abdulaziz Alzahrani Legal Specialist



Abdulatif Alghamdi Legal Consultant



Reham Nasrallah Senior Legal Consultant



Mohamed Youssef Senior Legal Consultant



Our Lawyers





Abdulrahman Aldaej Legal Director-Head of Litigation Lawyer and Legal Consultant



**Hashem Alsharif** Senior Projects Manager



Fahdah Mubarak Legal Specialist



Abdulrahman Bawarith Senior Legal Consultant



Ziyad Bin Shamran Legal Consultant



Munirah Almarshad Senior Legal Consultant



Meshari Almufarriji Legal Specialist



Omar Alhusayni Legal Consultant



Ahmed Alghamdi Legal Specialist



**Business Support Team** 





Zainab Al Talib Practice Director



Khawla Alrudeman Projects Manager



**Heba El Ruby** Senior Creative Designer



**Salma Saleh** Creative Designer



Reema Alhindi Accountant and Financial Specialist



Loubna Alhowide Creative Designer





Business Support Team |





Sara Abahussain Executive Assistant



**Sarah Alassaf**Business Support Specialist



Ahmed Abdulshakour Legal Researcher



Ahmed Harthi Public Relation Officer

