

**OUR PRICING PROPOSAL – EXPLANATORY NOTES**

Term	How It Works	Advantages for you	Disadvantages for you
<p>Service level guarantee (“SLG”)</p>	<p>We provide an excellent level of client service; better than most. For our clients, we believe that excellent service is made up of things like our availability, prompt phone and email responses, unequivocal and commercially pragmatic advice, clear explanations, clear written communication, accurate and error-free invoicing, and general ease of doing business with.</p> <p>But rather than make hollow promises, we are prepared to back it up with a meaningful guarantee.</p> <p>If you don’t consider that you have had exceptional service from us during the course of this engagement, and provided that you write to us within 14 days of receipt of any individual bill, you may unilaterally reduce our fee on such bill by up to 15% - no strings attached.</p> <p>We offer the SLG on a staged basis. This means that we afford you the rights under the SLG in relation to each monthly invoice.</p>	<p>(1) You can be certain that with 15% of our fee at risk, we will be striving to meet or exceed your service expectations.</p> <p>(2) You alone determine whether the service level guarantee is invoked.</p>	<p>There is no downside for you at all. It costs you nothing and it is our way of demonstrating our commitment to you.</p>

<p>Resourcing</p>	<p>This option is available on any pricing methodologies that have an hourly billing component.</p> <p>We know that clients do not always want or need or wish to pay for our best people to be deployed on a particular matter. Conversely, there are matters which by their nature you will require handling by our more senior professionals. We believe that clients should determine the level of importance of the matter to them and ask that we resource it accordingly.</p> <p>This is not about cutting corners; we have minimum standards of performance and quality of advice below which we won't go. Rather, it is about distinguishing between routine matters where there is less at stake, and high stakes work where decades of wisdom, judgment and experience are warranted.</p> <p>The pricing options we offer will generally be based on what we regard as an appropriate mix of qualifications, seniority and experience. However, we would like to offer you the ability to influence the weighting of that mix of qualifications, seniority and experience.</p> <p>Where we feel that the nature of the matter, the amount of money involved and the legal issues make it feasible, you will be able to stipulate a weighting toward partner involvement or more junior involvement, recognising that this choice will either reduce or increase cost.</p>	<p>(1) Exercising this option gives you the ability to influence the final cost by having input on the mix of qualifications, seniority and experience of our professionals working on your matter.</p> <p>(2) This will depend on the importance of the matter to you and the extent to which you believe that the project does or does not warrant a high level of skill and experience.</p>	<p>(1) If you opt for a relatively junior mix of professionals, you will not be accessing the most experienced, 'seasoned', wise and commercially astute of our professionals.</p> <p>(2) Although the technical work will always be completed to a high standard, you won't benefit from the sort of commercial, wisdom and judgment that only comes with many years' experience.</p>
-------------------	--	--	--

<p>Hybrids</p>	<p>We are not necessarily constrained by the pricing methodologies set out above. The ones we have identified and set out in detail all contain features that resonate with clients depending on their objectives. Each has advantages and disadvantages that we have sought to outline to enable you to make an informed choice.</p> <p>We are completely open to discussing any other hybrid pricing strategy that has these features and that you think will better suit your desired outcomes.</p>	<p>We are committed to ensuring that we have the ability to create a bespoke pricing solution for each client on each matter instead of the traditional homogenous one-size-fits-all approach.</p>	<p>There is no downside for you.</p>
----------------	--	--	--------------------------------------

## Hourly rates (headline rates)

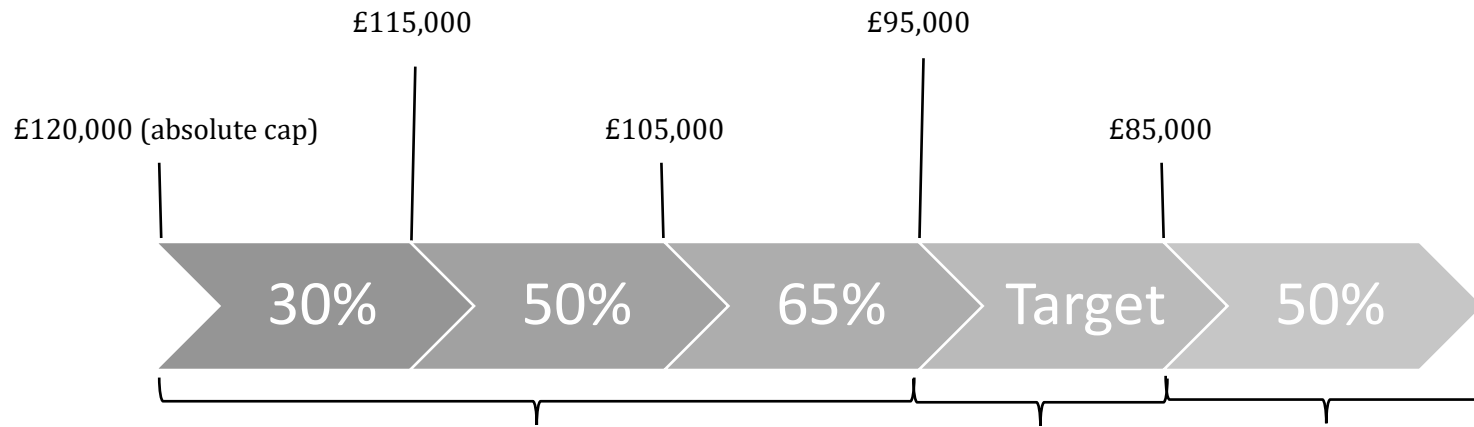
How it works	Advantages for you	Disadvantages for you
<p>We will resource the project with the people best suited and experienced to carry out the various tasks. Which professionals are allocated to which tasks is something we will determine, though we will endeavour to ensure that as much work as possible is undertaken by fee earners with lower hourly charge out rates.</p> <p>The objective is to have the work completed to the necessary standard by the most cost effective and experienced professionals. We propose to resource the project with the following people:</p> <p>Nicholas Woolf – from £425 per hour (+VAT)  Stephanie Wickenden – from £325 per hour (+VAT)  Any paralegal – from £150 per hour (+VAT)</p>	<p>(1) If the matter proceeds smoothly and without any departure from the agreed scope, exclusions and assumptions, it may come in materially cheaper than other pricing methodologies.</p> <p>(2) You have the ability to monitor cost issues on an ongoing basis and refine your instructions in response to those developments.</p> <p>(3) We will not increase our fee beyond the accrued billable time.</p>	<p>(1) There is considerable cost uncertainty for you. The project may come in materially more expensive than other pricing methodologies.</p> <p>(2) There may be little relativity between the total fee and the result you achieve. Under this option, we will not discount our fee for a result that falls short of your expectations if that result is something we did not have any control over.</p> <p>(3) The indicative range is not a cap or fixed fee. It is only our best assessment of where the cost is likely to end up.</p> <p>(4) We cannot rule out the possibility of the top of the range being exceeded.</p>

## Fixed price

How it works	Advantages for you	Disadvantages for you
<p>We know that for some clients, price certainty is very important. We can therefore offer you as one of the pricing options, fixed fees for the whole job or for each <b>piece of work/stage of the job</b>.</p>	<ul style="list-style-type: none"> <li>(1) You have complete budgetary predictability and certainty within the scope, assumptions and exclusions.</li> <li>(2) There will never be any pricing surprises. Most of the cost risk sits with us.</li> <li>(3) If there is a 'blowout' but it is one that is still within scope, assumptions and exclusions, then we have to absorb the additional cost and will not pass it on to you.</li> </ul>	<ul style="list-style-type: none"> <li>(1) This option does not completely remove all of the cost risk for you.</li> <li>(2) If there is a departure from the scope, assumptions and exclusions for any reason, it is highly likely that our fee will need to be adjusted upwards. However, we undertake to discuss it with you as soon as we become aware of the possibility.</li> <li>(3) Under a fixed fee arrangement, you might end up paying more than you might have under an hourly billing or any other arrangement. Having selected the fixed fee option, that remains the fee though.</li> </ul>

### Cap & collar (part hourly rates and part cap)

How it works	Advantages for you	Disadvantages for you
<p>This option is priced on recorded billable time in the conventional way. Unless otherwise agreed, we would generally resource the project with the following people:</p> <ul style="list-style-type: none"> <li>• Nicholas Woolf – from £425 per hour (+ VAT)</li> <li>• Stephanie Wickenden – from £325 per hour (+VAT)</li> <li>• Any paralegal - £150 per hour (+VAT)</li> </ul> <p>The difference is that instead of the total cost being open ended, we are obliged to give you our best assessment of the likely total cost. However, the unpredictability of the total time required and therefore total cost means that we and you need some protection. The ‘cap and collar’ fee structure is designed to provide both you and us with that protection.</p> <p>We will give you an estimated target fee. If we exceed that amount in time costs, we will discount the excess in a staged way; for example, we may give a 35% discount on the first £10,000 over, 50% discount on the next £10,000 over etc. We would usually cap the costs at a certain level.</p> <p>See the diagram on the next page for a graphical representation of an example fee structure, together with monetary examples.</p>	<p>(1) We have a very strong incentive to not only accurately estimate the ‘Target Fee’, but also to try to avoid exceeding the Target Fee materially. If we do exceed it materially, our rate of return diminishes, for your benefit.</p> <p>(2) If we accrue billable time materially below the Target Fee, you will derive a proportion of that difference; effectively a discount off the Target Fee</p>	<p>(1) There is the possibility your final fee may be more than the Target Fee.</p> <p>(2) If we accrue billable time materially below the Target Fee, we will credit you with a proportion of that saving but we share some of that difference meaning we could charge a fee that is less than the Target Fee but is more than the recorded billable time.</p>



Client pays only % of the fees above the Target Fee band.

E.g. if billable time is £110,000, the firm receives the upper limit of the target plus 50% of the difference between the upper limit of the Target Fee band and the amount billed (i.e. £95,000 + £7,500 + £102,500)

Client pays the fee within the Target Fee band

If the final fee is below the Target Fee band, the client and the firm share the benefit (in this case 50:50). E.g. if billable time is £20,000 less than the target, the firm receives the amount billed plus 50% of the difference between that amount and the lower limit of the Target Fee band (i.e. £65,000 + £10,000 = £75,000)

Examples							
Billable Time	£130,000	£120,000	£110,000	£100,000	£90,000	£80,000	£70,000
Fee	£108,000	£108,000	£104,000	£98,250	£90,000	£82,500	£77,500

## Retainer and top up

How it works	Advantages for you	Disadvantages for you
<p>This option works in conjunction with the other options that we have developed for your consideration. The difference is in the mode of paying. Rather than paying the total amount of each bill as it falls due, you pay a monthly sum on account of costs standing order, with the option of paying additional sums on top to reduce the total outstanding.</p> <p>We will review the monthly payment on a quarterly basis and will discuss adjusting the amount with you if appropriate.</p> <p>At the end of the matter, unless you direct otherwise any balance on our client account will be returned to you. If sums are outstanding we will discuss further repayment options with you.</p>	<p>(1) Throughout the course of the matter, you have complete certainty over the amount that will be paid in legal fees each month.</p> <p>(2) Knowing how much is to be paid each month may benefit your cash flow and allow you to budget more easily.</p>	<p>(1) If the monthly payment amount is not adjusted appropriately, you may be left with a substantial amount outstanding to this Firm.</p> <p>(2) Discounts for prompt payment (if offered) are less advantageous (as to which, see below)</p>



**Money on account and payment of bills as and when they are rendered**

How it works	Advantages for you	Disadvantages for you
<p>As above, this option works in conjunction with the other options that we have developed for your consideration and relates to the way in which you satisfy the outstanding bills. We would require a sum of money up front on account of costs, which will be applied to the balance of any bill(s) rendered in the future. You will be required to pay the balance of the bill as and when they are rendered.</p> <p>We may ask for further monies on account of costs as the matter develops through the pre-action stage.</p> <p>At the end of the matter, unless you direct otherwise any balance on our client account will be returned to you. Unless otherwise agreed with you, all outstanding sums must be paid within the timescales prescribed by the invoices.</p>	<ul style="list-style-type: none"> <li>(1) Discounts for prompt payment (if offered) are more advantageous.</li> <li>(2) Paying off bills as and when they are rendered means that you do not have a lingering debt that needs to be satisfied.</li> <li>(3) Payment of a larger sum up front means that the balance to be paid on your first bill will be much less than if you choose to pay by standing order.</li> </ul>	<ul style="list-style-type: none"> <li>(1) The amount of each bill may vary from month to month, depending on the amount of work to be undertaken.</li> <li>(2) We are unlikely to be able to advise you of the monthly costs prior to each bill being rendered. The first you will know of that month's cost will therefore likely be when it is sent to you.</li> </ul>

**General Payment Information**

Currencies accepted	Payment methods accepted
British pound sterling (GBP) United States dollar (USD)	Online bank transfer Credit card Cheque Standing order