



PANNONE

ADVANTAGE

A new approach to resolving
commercial disputes
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PANNONE ADVANTAGE

Our new and transparent approach to helping you resolve commercial disputes enables you to transform the way in which you manage litigation risks and costs.

Pannone Advantage gives you increased cost certainty, reduced financial exposure and the ability to negotiate from a position of strength. Highlights of the product include:

- Early fixed-price risk assessment to facilitate your dispute resolution strategy
- Insurance cover against your opponent's costs up to £2m
- Discount on your legal fees by up to 100% depending on the strength of your case

WHAT IS PANNONE ADVANTAGE?

Our clients tell us that costs have historically been the key driver in commercial dispute resolution. Businesses with a strong probability of success frequently see cost magnitude and uncertainty as barriers to traditional litigation and choose either to settle out of court or not to pursue a claim.

Pannone Advantage can tip the balance in your favour.

Our pioneering and innovative litigation service, developed by our team of dispute resolution experts, enables you to share your risk, putting you in control from the outset.

“I have nothing but praise for them and that is the same across my relationship with your firm.”

Paul Edmonds, Regional Corporate Manager Co-Operative Bank

OUR NEW APPROACH HAS THREE ELEMENTS:

Initial risk assessment for a fixed fee:

At the outset our expert litigators forensically assess your prospects of success. We give you a clear and incisive strategy report on how best to resolve your dispute.

Costs budgeting you can depend on:

We use innovative costs budgeting software to provide a comprehensive costs budget and ongoing reporting. Your project timeline is set out graphically so you can see your case at a glance.

Shared-risk funding:

If you have a good case and your opponent can pay if you win, we can now offer you three funding structures which enable you to transfer your risk and send a strong message of confidence to your opponent. Successful funding will be a combination of some or all of the following three options:

- **Conditional fee agreement:**
A discount of up to 100% on your legal fees, usually up to settlement or conclusion of the case in court. If you lose the case, where the discount is 100%, there will be nothing more to pay to us in terms of our fees and you may be able to recover up to £50,000 of your out of pocket expenses under the terms of the insurance cover.
- **After the event legal insurance:**
We can arrange up to £2m of legal expenses insurance to cover your opponent's legal costs if you lose. Because of our extensive litigation track record and reputation in the market, we are authorised by one of the leading legal expenses insurers to cover your costs exposure. This sets us apart from traditional litigation firms.
- **Third party funding:**
We can introduce you to specialist funders who will fund all or part of your legal costs and expenses. If you win, the funder shares your upside and receives part of your damages award.

At the outset our expert litigators forensically assess your prospects of success.

WHAT PEOPLE SAY ABOUT US

With Pannone Advantage, you get practical and commercial legal advice from one of the largest dispute resolution teams in the country.

"Pannone's team, led by Paul Jonson, worked seamlessly with the in-house legal team at Ultraframe.

Their commercial and practical advice was instrumental in helping to secure a recovery of over £5m when our intellectual property rights were infringed by a competitor."

Edward Smethurst, Head of Group Legal Services, Latium Plastics Holdings Ltd

"Nicky Marchant does a brilliant job for me. She is on the ball and always comes straight back to me if I have any queries."

Helen Koerner, Head of Legal, BASF plc

"Bill Lister is an asset. He talks straight, and in commercial terms too. I am very pleased with the work that he does for us. I greatly value his legal knowledge, his experience, and his tactical thinking."

Andrew Gossage, Chief Operating Officer, Ultimate Products Ltd

"David Brown and Simon Pedley were able to understand the issues and facts very quickly and although the matter was complicated, I appreciated that I only ever had to go through the facts with them once. I have nothing but praise for them and that is the same across my relationship with your firm."

Paul Edmonds, Regional Corporate Manager, The Co-operative Bank



Highly ranked in The Legal 500 2010 and the Chambers UK Guide 2011

"In my opinion, Michael Kennedy and his team at Pannone LLP are the number one litigation practice in the country, combining a pragmatic, commercial, and decisive approach to dispute resolution. If you want advisers who inspire confidence, enabling you to genuinely leave matters in their hands, then this Manchester law firm is undoubtedly the one to choose."

**Andrew McKerney, Managing Director,
ParkingEye Ltd**

"Undoubtedly one of the top commercial litigators in the North of England, Kit Sorrell is experienced and very hands-on."

Chambers UK Guide 2010



Pannone's dynamic Dispute Resolution Group is led by Paul Jonson, a leading litigator with a national reputation. Paul is supported by a team of highly experienced partners, many of whom are recognised by the legal directories as leaders in their field. In turn, they are supported by a large team of 35 dispute resolution experts.

Choosing Pannone Advantage gives you a high quality, planned approach and a fully supportive client experience.

HOW PANNONE ADVANTAGE WORKS

Early risk assessment

For a fixed fee, we give you a commercial and incisive legal opinion and assessment of your prospects of success.

We will:

- Forensically analyse the facts of your dispute
- Identify the key witnesses you will need to prove your case
- Collate and review the essential documents
- Speak to the key witnesses and weigh up their credibility
- Consider the merits of your opponent's case and their likely resources
- Assess the likely monetary value of the claim
- Agree the most effective method of resolving your dispute

Using our early risk assessment approach, we give you clear and direct commercial advice and agree a strategy with you for resolving the dispute right from the outset.

A costs budget you can depend on

A key element of Pannone Advantage is our innovative costs budgeting software and the reports we produce for you throughout your case. Using our broad dispute resolution experience we can accurately estimate what cases are likely to cost before you commit your resources.

At the outset we will provide you with an estimate of your case costs and an indication of what your opponent's costs are likely to be. We provide you with a detailed budget listing all the stages of litigation and the estimated costs of each stage.

The estimate includes our costs and fees for other members of your legal team, such as barristers and expert witnesses.

We will update the budget throughout the lifetime of the dispute so that you can measure our performance against plan. This transparency assists greatly in deciding your settlement strategy.

Funding your case and reducing your financial exposure

With our support you can transfer your funding risk to us, to an insurer or to a third party funder, giving you optimum control and flexibility if you are faced with a dispute.



Conditional fee agreement

Depending on the strength of your case, we are able to offer you a discount of up to 100% on your day-to-day legal costs.

If you don't succeed, your only liability to us is any discounted fees, VAT and other expenses. These include barristers' and experts' fees which you may be able to recover under the terms of the insurance cover.

After the event insurance

A unique benefit of Pannone Advantage is that we can arrange cover for up to £2m of your opponent's costs if your case has sufficient merit. This means you will be indemnified by an insurer for your opponent's legal costs up to the limit if your case is lost.

This gives you a major tactical advantage in addition to reducing your financial exposure.

Using the powerful combination of a conditional fee agreement with after the event insurance makes early settlement easier to achieve. This is because your financial exposure, both in terms of your own legal costs and your opponent's costs, is reduced. Your confidence and leverage in any settlement negotiations is greatly enhanced.

Third party funding

Following a groundbreaking decision, the legal funding marketplace has seen the arrival of third parties who can provide funding for certain cases, including barristers' fees and experts' costs, in return for a share of any damages. If the case is lost, the funder will bear the expenses they have provided. But if you win the case, the funder will take a share of your damages or other financial compensation. We have strong relationships with funders and can explore this option with you.

Taking advantage

Advantage is available for most types of dispute. Before you commit your time and money, we will explain precisely how our new risk-based approach – coupled with after the event insurance, a conditional fee agreement and third party funding – will improve your chances and spread the litigation risks inherent within our legal system.

With Pannone you have control, certainty and above all the Advantage.

PANNONE

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Pannone LLP is a limited liability partnership registered in England and Wales with number OC317202. Regulated by the Solicitors Regulation Authority. Authorised and regulated by the Financial Services Authority. A list of members is available for inspection at the registered office together with a short list of those non-members who are referred to as partners. We use the word "partner" to refer to a member of the LLP, or an employee or consultant with equivalent standing and qualifications.