

WORKING WITH RETAILERS





The dedicated retail group at Addleshaw Goddard remains one of the strongest in the sector and acts for an interesting mix of retailers...Clients go out of their way to praise the firm's depth of retail expertise

CHAMBERS UK, TIER 1 - RETAIL

RETAIL: A CHANGING LANDSCAPE

With the evolution of new technologies and consumer habits, customers are becoming more savvy and demanding than ever. They can price-check, research and order on the go, and shop whenever and wherever they want. New trends are emerging all the time, and the ability to respond quickly to make the most of these opportunities is a priority. We help our clients do this.

Online, mobile and multichannel integration: retailers with a multichannel offering are outgrowing traditional store-only retailers. Ensuring that 'bricks complement clicks' is key to creating a truly cross-channel offering. But keeping pace with new technologies comes at a price and retailers can face significant costs when investing in websites, mobile apps or an in-store digital experience.

Reviewing property portfolios: ensuring that stores are financially viable, strategically located and complementary to online offerings are major concerns for retail clients. Many are not only reviewing the number and location of their stores, but also creating new store formats providing richer opportunities to engage with customers.

Social media: is a quicker and more cost-effective way of promoting your brand, with the added opportunity to increase interaction with customers. Purchase decisions are increasingly influenced by social media platforms and review sites. Whilst creating opportunities, these new technologies also pose significant risks for brands and retailers as the power shifts to the customer.

These evolving consumer trends create new opportunities and challenges. Our market leading retail team is dedicated to supporting our clients by drawing on an expert knowledge of the law. Whilst retailers can always turn to us for their day to day legal requirements, we believe it is our ability to help clients meet these strategic challenges that really differentiates us.

Addleshaw Goddard provide a quality service across many disciplines, each of which work well together

JD SPORTS FASHION



OUR CLIENTS INCLUDE



A RETAILER'S SHOPPING LIST

1) Bricks & Mortar

- ▶ We help a number of retailers pro-actively manage their real estate portfolios including Co-operative Group, Hobbs, Kingfisher, Primark and Sainsbury's.
- ▶ We have been involved in a range of right-sizing projects - including traditional disposals and sub-letting, and diversification through concessions, franchises and space sharing.
- ▶ We help clients create their own bespoke property portfolio management systems - including extranet document storage, standardised legal documents, routine fixed cost menus, and dedicated paralegal resource.

2) Copycat Brands

- ▶ Our intellectual property team has extensive experience in contentious and non-contentious work with retailers. We advise buyers, designers and legal teams on how to avoid legal disputes for copycat claims, as well as both pursuing and defending such actions.
- ▶ Our specialist fashion team has access to a leading industry designs database, giving our clients a unique integrated service to manage their IP portfolio.

3) Cybersecurity

- ▶ We offer market leading expertise on cyber crime and related security issues.
- ▶ We advise on privacy terms, specific considerations for apps, and the management and amalgamation of databases, as well as in-store Wi-Fi security and data theft by employees and customers.
- ▶ Our retail events have included live demonstrations of data hacking, and the practical security steps retailers can take to avoid this.

4) Evolving Workforce

- ▶ We are retained employment advisers to a number of leading retailers including boohoo.com, Co-operative Group, Hobbs, Jaeger, JD Sports and Primark.
- ▶ In addition to routine employment tribunal and contract work, we are particularly experienced in specific issues in the retail sector - including zero hours contracts, minimum and living wage and working time regulation compliance, flexible working requests and immigration issues.

5) Funding & Acquisitions

- ▶ Our expertise in M&A, private equity, equity capital markets and acquisition finance helps retailers raise finance to grow, refinance or restructure, or to undertake transformational acquisitions or disposals.
- ▶ Retail transactions on which we have advised in recent times include deals involving boohoo.com (IPO), Co-operative Group (sale of its pharmacies chain), Evans Cycles (MBO), Hobbs (refinancing), JD Sports (various acquisitions and disposals) and Kurt Geiger (MBO).

6) Payments, Loyalty & Big Data

- ▶ We have a specialist practice relating to payments technology and modern data utilisation (both instore and online) – advising retailers and banks on their global strategies and the subsequent implementation of both small and large scale projects.
- ▶ Significant projects include advising a major global technology retailer and service provider on its payment arrangements with PayPal, and on two of the UK's largest high street retail credit card and loyalty programmes.

7) International Expansion

- ▶ Through our international network, we have significant experience in helping retail and consumer businesses expand into new markets across Europe, America, Asia, and emerging markets such as India, Brazil and sub-saharan Africa.

8) Growth through Partnering

- ▶ In addition to cross-border M&A, franchising, concessions and licensing, we are experienced in complex, strategic joint venture arrangements - such as the recent joint ventures by Sainsbury's with Argos launching in-store concessions, and with Danish chain Netto.

9) Digital Disruption

- ▶ We are experienced in helping retailers to redesign and update their legacy operating models with many looking to cloud-based solutions, strategic partnerships with payment and IT providers and other mobile and digital platforms.

OUR RETAIL AND CONSUMER COMMUNITY

At AG our clients and their teams are invited to be part of our sector community. As well as advising on key sector issues and their legal implications we hold regular events, track key developments, provide regular know-how and views and connect our clients with each other. We want to be part of a community that shares challenges, problems, ideas and solutions.

Regular tailored legal updates

We produce legal updates, bulletins and newsletters tailored to the retail and consumer sector. Our legal horizon scanner - which tracks upcoming changes to legislation and how these will affect businesses in the sector - is particularly popular.

Training and knowhow

Our clients tell us that we differentiate ourselves by the quality of the training we provide to their teams. We can provide bespoke sessions, tailored to you and your business objectives, or you can come along to one of our programme workshops, roundtables and forums.

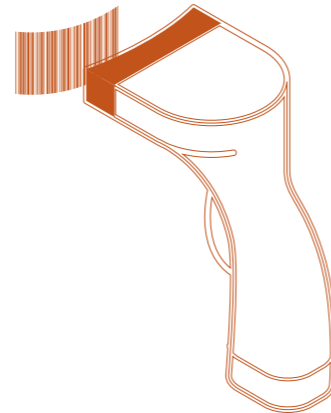
Sector events

Alongside the smaller sessions, we also host large sector events with industry guest speakers. Previous speakers have included Mike Coupe, CEO of Sainsbury's, Christine Tacon, the

Groceries Code Adjudicator, Professor Elliott, the Director of the Institute for Global Food Security and Justin King, former CEO of Sainsbury's.

We also hold hot topic sessions on key developments in the sector. Upcoming sessions will focus on retail's digital future, data and payments, employment, health and safety in the sector, online competition update, building your brand and GSCOP revisited.

For more information, please check out our sector website: www.addleshawgoddard.com/retailandconsumer and follow us on Twitter @AG_RandC for the latest sector news and insight.



Addleshaw Goddard is a key member of our legal community

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The team at AG is highly responsive, providing an excellent, value for money service

THE HUT GROUP

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Aberdeen, Doha, Dubai, Edinburgh, Glasgow, Hong Kong, Leeds, London, Manchester, Muscat, Singapore and Tokyo*

* a formal alliance with Hashidate Law Office

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