



Our areas of expertise

LEGAL TEAMS

Optim Corporate

- Mergers & Acquisitions
- Private Equity & buyouts
- Company restructuring
- Capital raising

Optim Enterprise & Commercial

- Business formation
- Commercial agreements
- Intellectual property and advertising
- On site legal counsel

Optim Property

- Commercial property law
- Leasing
- Sales, acquisitions & due diligences
- Development projects

Optim Employment

- Contractual relationships
Workplace safety & incident response
- Legislative entitlements
- Payroll Tax

Optim Trade marks

- Trade mark clearance searches & registrability advice
- Trade mark application, registration & portfolio management
- Trade mark oppositions & non-use removal actions

Optim Projects & Infrastructure

- Construction contracts and professional appointments
- Energy projects
- Project finance and joint ventures
- Procurement and strategy
- Dispute avoidance and risk management

Optim Banking & Finance

- Project finance
- Asset restructuring
- Regulatory and compliance

Optim Litigation & Dispute Resolution

- Contractual disputes
- Construction and engineering disputes
- Document review / discovery
- Small scale debt recovery work

Optim Climate Change & Carbon

- Carbon trading strategies
- Offshore credit dealings
- Advice on CPRS and ETS

INDUSTRY GROUPS

Optim Digital Media

- Advertising / marketing law
- End-user agreements
- Agency, supplier and customer agreements
- Intellectual Property

Optim Cleantech & Renewable Energy

- Renewable energy projects and infrastructure
- Project finance
- Greenhouse gas emission reduction (NGER) and renewable energy credits

Optim Telecoms & Broadcasting

- Transactions and agreements
- Telecommunications law
- Regulatory advice
- Broadband infrastructure

Corporate advisory

Our corporate advisory group specialises in transaction work. Our ability to structure and execute deals helps our clients' to balance their immediate goals with their long-term strategic objectives.

We add value to our clients by providing practical advice on business matters and by structuring transactions in a manner that maximizes business, strategic and tax efficiencies.

This clientele comes from a broad array of industries with a focus on private equity, Cleantech, renewable energy, digital media and telecommunications sectors. This clientele includes emerging enterprises, middle-market companies and large corporations.

Core Competencies

MERGERS & ACQUISITIONS

Our Merger and Acquisition professionals have represented domestic and offshore companies, funds and financial institutions in their various roles as buyers, sellers and investors.

Optim Legal's lawyers have represented buyers and sellers in a range of settings in all types of corporate acquisitions and dispositions, including:

- Stock Purchases
- Asset Purchases
- Mergers
- Tender Offers
- Spin Offs

Our representations range from the most common to complex deals spanning diverse industries, including energy, technology, media and communications, retail and business services.

PRIVATE EQUITY & BUYOUTS

Our lawyers have deep and broad experience meeting the legal needs of private equity investment firms. We do comprehensive financial and investment work for companies with a core focus in the following areas:

- Acquisition of distressed companies and restructuring transactions
- Portfolio company acquisitions and dispositions
- Fund formation
- Leveraged recapitalisation transactions
- Senior and mezzanine financing
- Tax structuring of management incentive compensation

SECURITIES

Optim Legal's lawyers have advised companies in relation to private offerings of debt and equity, corporate governance and compliance with securities laws.

Typical advisory work includes the following:

- Capital raising transactions
- Offerings by mezzanine and leveraged buyout funds
- Rights offerings and exchange offers

JOINT VENTURES / STRATEGIC ALLIANCES

We have considerable experience in advising on a variety of different joint ventures ranging from conventional style holding company joint ventures, to multi-layered joint ventures, limited and unlimited partnerships and strategic alliances, both for our domestic and international clients, in a wide range of sectors.

VENTURE CAPITAL INVESTMENTS

We provide strategic legal advice in connection with finance, liquidity and business issues. We have advised clients on:

- Angel and bridge financings, including common and/or preferred stock financings, convertible debt financings and warrants
- Traditional venture-backed preferred stock financings at all levels, including advice and structuring of term sheets, preferred stock purchase agreements, preferred stock terms, investor rights and shareholders agreements, registration rights agreements and related closing documents
- Private placement - both sales of debt and equity securities.

Commercial services

Optim commercial lawyers combine technical excellence with commercial savvy. Hailing from Australia's top 8 law firms, they bring experience at the highest levels to the nimble and entrepreneurial delivery of legal solutions for businesses at every stage of growth.

Our commercial services group brings together corporate, commercial and IP lawyers who are as adept at guiding new ventures through formation as they are at structuring strategic contracts for growing companies. They are also ready to step into in-house roles as strategic legal advisers for fast-growing companies or skilled contractors for corporate legal departments.

Core Competencies

COMPANY FORMATION

The Optim Legal Enterprise group is adept at building solid legal foundations for new ventures. We advise clients on:

- Incorporation and proprietary limited company, partnership and joint venture formation.
- Agreements among founders and equity holders.
- Initial stock issuances, including restricted stock agreements and vesting arrangements.
- Governance issues, including voting and shareholders agreements.

INTELLECTUAL PROPERTY GUARDIANSHIP

Intellectual property rights are often the most valuable assets a business has. They play a key role in creating competitive advantage and also have the ability to provide highly profitable income streams.

Our lawyers help organisations protect these assets and take advantage of their commercial potential.

- Existence and registrability of potential IP
- Development and commercialisation of IP, including licensing
- Strategies for protecting IP, risk analysis, IP audits and due diligence
- Enforcement of IP, including ADR and litigation where necessary
- Protection of confidential information and trade secrets

STRATEGIC CONTRACTING

Our focus is on advising and preparing commercial agreements that meet our clients' strategic, legal and financial needs. We specialize in developing agency and distribution strategies to commercialise products and services, and drafting supporting documentation.

Our team has depth of experience preparing a full range of other commercial agreements, including:

- Manufacturing agreements
- Supply contracts
- Partnering agreements
- Sub-contracting agreements
- Reseller agreements
- Service agreements
- Franchising agreements

IN-HOUSE LEGAL SOLUTIONS

Whether you are a fast-growing emerging company, a mid-sized enterprise or a large corporate, hiring an Optim Legal Enterprise lawyer provides your company with the advantages of having:

- an experienced in-house counsel as part of your management team; who acts as
- a flexible resource working on-site at your company on a fixed-fee basis; providing
- strategic support for your business while cutting your legal costs.

We understand that every business is different, so we tailor our In-House solutions to the needs of each individual company.

Property services

A modern property practice needs to anticipate trends, understand the market, and react with speed and confidence.

The Optim Legal Property group are experts in: commercial property law; leasing; sales, acquisitions and due diligences; and development projects. We understand that the real estate business is increasingly multifaceted, and we have successfully teamed up our top-tier property, planning, environment, corporate and litigation expertise to offer an integrated unit which is responsive to the realities of the market.

We promote a spirit of collegiality which has built an integrated team of professionals that is truly unique. We bring our energy and our enthusiasm for our practice to each deal that we do. Our personal commitment extends to every client. We are not just trusted advisors; we partner with our clients, to identify their needs and achieve successful outcomes together.

Core Competencies

COMMERCIAL LEASING

We offer a high level of sophistication to our landlord clients who lease significant office, industrial and mixed-use properties. Our lawyers also routinely represent tenants who are significant users of office, industrial and retail space.

Our legal team has extensive experience representing both owners and tenants, which allows us to understand the business perspective of both sides of the transaction. We understand the full range of occupancy issues, including questions involving building design and operation, protections for tenants in the event of delays, arrangements for expansion space and other leasing issues.

OWNER & DEVELOPER SERVICES

Our clients range from large institutional developers and investors to local entrepreneurs, railroads and utilities. The top-tier experience of our team allows us to apply best practices and offer creative strategies to our clients. From acquisitions and dispositions to urban redevelopment to new construction, we have the experience to get the job done efficiently.

SHOPPING CENTRES & RETAIL

Our lawyers have represented some of the leading players in the shopping centre industry, with particular expertise in the representation of

retail landlords and tenants. Our group is highly knowledgeable about the legal and business issues impacting the industry, which allows us to provide effective counsel in connection with the acquisition and disposition of shopping centres, management, leasing and different types of financing arrangements, including construction lending, permanent lending, mezzanine lending, leveraged leases, and secured and unsecured financing to private equity funds.

Our lawyers have represented developers and Listed Property Trusts in a wide variety of transactions. They have also represented national chain stores in leasing, acquisitions and dispositions, extensions and structural alterations.

CONSTRUCTION

Our lawyers have expertise at the highest levels in the design and construction of large scale property development projects including: commercial and office buildings; residential developments; industrial, engineering and infrastructure projects; energy plants, mining facilities and other energy infrastructure.

We work with clients from the time of initial discussions in relation to the structure of the deal until the successful completion, handling both the transactional side of the project as well as the resolution of construction disputes (including mediation, arbitration or litigation).

Climate change & carbon

Australia's ongoing transition to a low carbon economy presents business with fresh challenges and major opportunities.

Members of the Optim Legal Climate Change group have been in the vanguard of the global climate change and carbon finance markets, advising governments, financial institutions, and corporations on an extensive range of carbon finance matters from origination through to distribution

The group has the comprehensive expertise necessary to help our clients manage legal and market risks. Our team is adept at structuring and successfully closing deals. We apply our knowledge to your business to help you meet the challenges and seize the opportunities.

Core Competencies

BUSINESS PLAN FOR CARBON

The Carbon Pollution Reduction Scheme (CPRS) will bring about the biggest economic reform since the opening up of Australia's economy in the 1980's and 1990's.

Members of the Optim Climate Change group have advised on matters regarding cross-border climate issues, including carbon trading, the preparation of corporate policies related to climate change issues, determination of climate-change risks, carbon strategies, carbon-footprint and water footprint policies, the disclosure of relevant information to the public, and investment policies related to climate-change issues.

CARBON TRADING

The Optim Climate Change group advises clients on emissions trading schemes including applications to emissions reduction projects involving:

- Clean Development Mechanism (CDM) Projects
- Joint Implementation (JI) Projects
- Voluntary Emission Reduction projects.

CDM Projects in China

Members of our Climate Change Group negotiated and executed the first equity joint venture between a European Union Member State and a Chinese government body to develop three CDM projects in China.

EMISSIONS TRADING DOCUMENTATION

We have developed standard form confirmations for use by carbon trading desks for all secondary

trades of CERs. These template confirmations were prepared for EFET, ISDA and IETA. Related advice was provided in relation to assessing particular risks facing the secondary CER market such as Article 17 eligibility and ITL issues. We provide ongoing support regarding the negotiation of these confirmations on a transaction by transaction basis.

European Union Emissions Trading

We have assisted several leading carbon funds and financiers in relation to the development of preferred form IETA and ISDA schedules for trading emissions, including drafting guidance notes for use internally and providing general training on the operation of those agreements.

NATIONAL GREENHOUSE AND ENERGY REPORTING SCHEME (NGER)

The National Greenhouse and Energy Reporting ACT 2007 (Cth) establishes a national framework for Australian corporations to report greenhouse gas emissions, reductions, removals and offsets, and energy consumption and production.

The Optim Legal Climate Change group advises clients on their position in relation to mandatory reporting for corporate groups and triggers of 'facility-level' thresholds.



OPTIM LEGAL

INDUSTRY FOCUS | CLEANTECH & RENEWABLE ENERGY

Cleantech & renewable energy

Optim Cleantech & Renewable Energy offers 'cradle-to-success' legal services for clean technology, energy efficiency and renewable energy business. Our lawyers have decades of legal experience in the fields of project finance, venture capital finance, intellectual property, mergers and acquisitions, technology transactions, property and environmental law.

Members of the Optim Legal team are well versed in clean, green and renewable technologies. They have acted for a range of organisations applying cutting-edge technology to make more efficient use of key resources while reducing adverse environmental impacts such as greenhouse gas emissions.

Core Competencies

RENEWABLE ENERGY PROJECTS AND INFRASTRUCTURE

Developers and financiers of renewable energy projects and technologies have access to an elite team of lawyers that combines expertise in the following areas:

- **Environment & Planning** – navigating the complex environmental and natural resource regulatory environments
- **Corporate** – joint-venture, partnership and PLC agreements acquisitions, mergers, divestitures and private equity investments in Australia and overseas
- **Banking & Finance** – project and infrastructure finance, lease financing, mezzanine and subordinated debt financing
- **Property** – site leases, purchase and sale agreements
- **Projects & Infrastructure** – preparation and negotiation of power sales contracts, engineering procurement and construction agreements, equipment purchase agreements, operation and maintenance agreements
- **Litigation** – team members have acted in landmark construction, environmental and planning litigation.

TRANSITIONING COMPANIES

We can advise clients in traditional industry sectors who are seeking to respond to the

environmental and natural resource imperatives they face in relation to the potential use and sale of greenhouse gas emission reduction and renewable energy credits.

CLEANTECH VENTURES

We advise early-stage ventures advising on:

- business structures, including research and development and other special purpose joint-ventures
- securing intellectual property rights, and other IP issues such as trademarks and licensing.
- corporate transactions and a range of commercial agreements to support building expansion plans
- private equity transactions and later-stage funding

SUPPORTING A SUSTAINABLE ECONOMY

Optim Legal offers a 10% discount to clients whose primary business activity is reducing adverse environmental impacts such as greenhouse gas emissions.

Commercial Litigation & Dispute Resolution

Our team of top-tier lawyers 'level the playing field' by providing quality litigation and dispute resolution services to clients at a lower cost.

When resolving a dispute or conducting litigation, we understand that clients want strategic advice and tactical know-how that will help them to achieve their business objectives. Our lawyers are experienced across a range of subject areas and in the State and Federal Courts as well as a number of arbitration and dispute resolution forums.

Core Competencies

Optim Legal's litigation team knows how to tackle complex problems efficiently. We have assisted clients in a range of matters, including:

- Arbitration
- Commercial, contract and tort
- Consumer law
- Construction and engineering
- Corporations law
- Defamation and media law
- Environment & planning
- Intellectual Property
- Resources & energy

PREVENTATIVE ADVICE

Together with members of our Corporate Group, the Optim Legal litigation department seeks to advise clients and provide risk management strategies before issues become the subject of litigation.

HIGH CALIBRE LITIGATORS

If litigation is unavoidable, Optim Legal's top-tier trained legal team draws on their experience in major disputes to secure results for our clients.

Our scorecard billing system rewards quality service and efficiency. It is designed to ensure that our interests and the client's are fully aligned. Our litigation team does not waste time on activities that build up hours that are unlikely to contribute to a successful outcome.

CASE MANAGEMENT

Optim Legal applies three strategies to deliver quality litigation and dispute resolution services at a lower cost:

- We clearly scope all new matters and keep clients informed of about progress and costs on a regular basis. Our scope of work includes what is expected in terms of legal advice, stages of litigation, timeframes and costs.
- We staff our cases efficiently. A typical matter is run by a partner level lawyer supported by at least one junior. The senior lawyer has direct control over the work to reduce duplication and provide our clients with a primary point of contact.
- We make effective use of technology to do superior work with fewer lawyers in less time. Our litigation teams have access to computer-based document review programs, search tools and other systems that streamline some labour intensive aspects of litigation.

ALTERNATIVE FEE ARRANGEMENTS

We seek to devise fee arrangements with our clients to suit the circumstances.

'We changed legal teams to Optim Legal and have found them to be cost effective and their advice to be to the point.'

Telecoms & Broadcasting

Our integrated team of lawyers advise businesses involved in telecommunications and broadcasting services. They have advised clients ranging from domestic and international suppliers through to major financial institutions and users. The Optim Telecommunications and Broadband team provides strategic advice on legal, regulatory and licensing issues surrounding the provision of telecommunications services and broadband infrastructure.

Core Competencies

TRANSACTIONS AND AGREEMENTS

Our Telecommunications lawyers have extensive experience advising on:

- joint ventures relating to fixed, mobile and satellite communications;
- consortium agreements for joint licence bidding activities; public tenders, vendor financing, sale and leaseback structures and receivables financing;
- communications infrastructure projects;
- equipment procurement arrangements;
- commercial arrangements for mobile operators including infrastructure sharing arrangements; network build agreements;
- outsourcing and facilities management agreements;
- regulatory advice and on-going compliance matters.

TELECOMMUNICATIONS LAW

Members of our team have assisted clients with:

- negotiating and arbitrating interconnection agreements;
- the resolution of inter-carrier disputes;
- negotiating contracts for network services;
- access charge pricing and rules and universal service funding;
- gaining approval of major mergers (and also opposed mergers on behalf of affected clients);
- dispute resolution and litigation regarding compliance with Communications and Media Authority regulations;

- certification and tariffing requirements for facilities based carriers and resellers
- regulatory due diligence on an array of transactions;
- approval requirements for mergers and acquisitions involving telecommunications entities.

BROADBAND INFRASTRUCTURE

The Government has announced it will establish a new company that will invest up to \$43 billion over eight years to build and operate a National Broadband Network delivering superfast broadband to Australian homes and workplaces.

A series of legislative changes will take place that will govern the national broadband network company and facilitate the rollout of FTTP networks, including requiring use of fibre optic technology in future greenfield developments.

Our team uses their knowledge of broadband technologies and marketplace realities to provide clients with the strategic advice on broadband related projects ranging from complex inter-company deals to more straightforward projects requiring only basic program monitoring and application preparation.

Construction, engineering, energy and resources

We understand that the success of a project depends on the timely and cost efficient delivery of project milestones, meeting the expectations of the developer and satisfying obligations to lenders.

Our team of lawyers have advised clients involved in some of the largest construction, engineering, energy and resources projects in Australia. Optim Projects makes this know-how accessible and cost efficient for small to medium-scale construction and engineering projects.

Clients regularly turn to us for advice ranging from front end contract drafting, legal project management to back end dispute resolution and litigation.

Services

FINANCE, CONSTRUCTION AND OPERATION ISSUES

- Construction Contracts and Professional Appointments
- Energy Projects
- Project Finance / PFI
- Joint Ventures
- Procurement and Strategy
- Dispute Avoidance and Risk Management

ADJUDICATION, DISPUTE RESOLUTION AND LITIGATION

We represent clients in all forms of dispute resolution, including:

- Adjudication
- Arbitration
- Litigation

AREAS OF WORK

We draw on knowledge from high profile infrastructure projects to advise on small to medium-scale construction and engineering projects including:

- **Energy** - power stations and renewable energy installations
- **Plants** - manufacturing and engineering plant construction

- **Office** - procurement and construction of new headquarter buildings
- **Housing** - residential and mixed-use developments (including environmentally efficient design and construction)
- **Development financing** - acting for banks in relation to the construction aspects of development financing
- **Resources** - structuring construction and supply contracts for construction, refurbishment or extension of mines and associated facilities

'Optim Legal provided a highly professional approach from the commencement of the engagement through to the completion. We selected their services over those of other firms based on their ability to deliver in a cost and time effective manner.'

Employment law

We understand that for most businesses, wages are the largest single item of expenditure, and the risks involved in employing a person represent one of their most significant contingent liabilities in day to day operations.

The relationships set up with the people employed to assist you in your business have long term consequences on organisational performance. This is why we focus on helping businesses create a 'front end' legal framework for healthy and productive employee relations. We also help businesses when alterations to this framework are necessary, and assist where there has been an irrevocable breakdown in employment relationships.

Members of our team have specific expertise advising on contractors –v- employee matters, particularly in relation to payroll tax liability, and employment-related lawsuit prevention.

Services

We provide clients with prompt, clear, user-friendly advice, keeping our client's commercial interests at the forefront of everything we do.

FRONT END SERVICES

Starting off on the right foot:

- Drafting all forms of employment documentation including:
 - Employment policies and procedures
 - Employment and consultancy contracts
 - Share, bonus and commission schemes
- Management and staff training on policies, including occupational health and safety and workplace behaviour
- Establishing a robust occupational health and safety framework to limit the risk of injury or incident

MAXIMISATION, MAINTENANCE AND MANAGEMENT

Ensuring you get the most out of your arrangements, can respond to change and handle day to day management issues as they arise:

- Support on determining liability for payroll tax and obtaining outstanding amounts
- Hands-on advice and support (including performing due diligence) in situations of:
 - change of ownership
 - outsourcing
 - in-sourcing
 - insolvency

- Immediate advice on day-to-day HR issues, including:

- Performance management
- Inappropriate workplace behaviour
- Contractual interpretation
- Statutory entitlements

- Practical advice on multi-faceted, high-level HR projects

CRITICAL ISSUE RESPONSE

Dealing with situations of relationship breakdown, conflict and serious incident:

- Guiding clients through internal investigation, disciplinary and dispute resolution proceedings, including in relation to harassment, bullying and discrimination
- Providing external employment incident investigation services to complement internal procedures
- Commercial advice on employment termination, for summary dismissal, compromise and resignation, including assistance in structuring separation arrangements
- Advice on employment restrictions, including restraints of trade and protection of intellectual property
- Litigating unfair and wrongful dismissal claims and all discrimination claims, equal pay, working time and redundancy claims
- Responding to workplace safety incidents, and managing the investigation and prosecution process

IP & trade marks

We advise intellectual property owners, licensees and users on existence, registration, ownership, infringement and enforcement of trade marks, designs, copyright and confidential information. We are also able to advise on patent infringement and enforcement. We have experience across a range of industries, especially consumer goods, Cleantech, online, media, IT and entertainment.

Our trade marks attorney service advises and represents brand owners on all facets of trade mark management, including trade mark clearance, trade mark protection and transactions relating to brand assets.

As always, Optim Legal brings a unique, client-oriented approach to the service experience that is proving highly successful at converting new clients into long-term satisfied supporters of Optim Legal.

Services

Our IP & trade marks services include:

- advice on clearance searches and filing of trade mark applications
- advice on the acquisition of rights in trade names, unregistered trade marks, and logos
- negotiating and preparing agreements for the purchase, sale or licensing of IP
- negotiating coexistence agreements to the strategic advantage of our clients
- handling trade mark oppositions and non-use actions
- trade mark portfolio management
- trade mark assignments and transfers
- international trade mark protection
- trade mark surveillance and due diligence
- commercialisation of brands including worldwide business expansion through franchising
- anti-counterfeiting programmes
- parallel import disputes

BRAND STRATEGY

We provide a comprehensive trade mark service to brand owners. Our team can work with your business at all stages of brand creation and exploitation. We can advise your product development (R&D) team on the most registrable brand and provide guidance on protecting your brand assets and entering new markets.

We advise brand owners on all aspects of trade marks-related marketing and promotion:

including names, logos, designs and aspects of packaging for traditional products and services.

PROTECTION

We collaborate with our clients to create and implement effective IP protection programs.

Our IP protection services include:

- working with commercial partners to prevent infringements.
- preparing cease and desist letters;
- resolving disputes without litigation;
- acting in court proceedings to protect our clients' assets or defend them against allegations of infringement.

TRANSACTIONS

Our professionals advise on:

- Franchising and licensing trade marks;
- Protecting trade marks and IP in mergers and acquisitions, asset sales, outsourcing arrangements, and joint ventures; and
- Using intellectual property as collateral to secure loan funding.

We also have assisted clients to negotiate and finalise a range of contracts and agreements relating to:

- Non-compete clauses
- Distribution and manufacturing rights
- Internet distribution and digital marketing

Fees & disbursements

Experience levels and base rates

Experience Level	Base Rates (excluding GST)
Senior Practice Leader	\$420-440 / hour
Specialist Consultant	\$420-440 / hour
Practice Leader	\$370-440 / hour
Senior Lawyer	\$295-370 / hour
Lawyer	\$210-295 / hour
Paralegal / Graduate	\$95-210 / hour

Billing and disbursements

Starting on the right foot

We don't want our clients to feel rushed when they brief us. In many cases, we charge no professional fees for our initial briefing with you.

Project management

We regard project management to be an integral part of a professional legal service in complex matters. We will charge our time spent on project management at our base rates.

Client satisfaction billing

We want you to be totally satisfied with the quality of our service and how much we charge. That's why we've developed a satisfaction-based billing system.

Here's how it works:

- We will give you a short score sheet with every invoice.
- Using the score sheet, you can rate our performance against agreed criteria.
- You can then add or deduct a portion of our professional fees based on your level of satisfaction:
 - o If you're more than satisfied with our performance, you may reward us by uplifting our fees by up to 20%.
 - o If you're less than satisfied with our performance, you may reduce our fees by up to 20%.
 - o If you're simply satisfied, or if you don't have time to rate us, then the fees stay as invoiced.

We don't want the scoresheet to be a burden for you. So we've streamlined it to make sure it takes up as little of your valuable time as possible.

If you don't want to participate in our client satisfaction billing, you don't have to. It's **optional**.

You can opt out any time in advance of the first invoice in this engagement. You will then simply pay our professional fees as invoiced. Please tell us if you would like to opt out.

Our client satisfaction billing is based on a good faith relationship. We may withdraw this aspect of our offer at any time if we believe it is not being used in good faith.

Please note that client satisfaction billing applies only to our professional fees, not other expenses and disbursements that may appear in an invoice.

Travel time

Lawyers often fail to tell their clients about professional fees for travel time. If we travel between our offices and a destination outside the Sydney CBD, we will charge professional fees at our base rates **discounted by 50%**. We will not charge professional fees for other travel time or to the extent that we are working during a trip.

Things we will not charge for

In the interests of a strong relationship with their clients, lawyers often entertain or make social calls to clients. Clients are sometimes left wondering whether they will be billed for it. Rest assured that we will **not** charge professional fees for social or marketing calls and communications to you, or for attending or hosting any social or networking function.

Expenses

Office and administrative expenses

Consistently with general practice, we cover our office expenses from our professional fees. We may charge you only for the office and administrative expenses, to the extent that they relate directly to your engagement.

Use of couriers and traditional post

Many big law firms waste their clients' money by unnecessarily sending hardcopy documents by courier, including when there is no particular urgency and the destination is just around the corner. Some firms also send all correspondence with an opponent by both email **and** hardcopy post.

We think this is old-fashioned and inefficient. We will send all documents and correspondence by email only, unless there is a particular reason for hardcopy. When we do send hardcopy documents, we will use a courier or premium postage only when absolutely necessary.

Please note that we will not charge professional fees for merely forwarding correspondence to you. However, we do charge professional fees for summarising or commenting on the material we are forwarding.

Phone expenses

Many law firms charge 'hotel' rates when billing their clients for their mobile and long distance calls. We think this is wrong. We normally do not charge phone expenses to clients. However, in the unusual event that we do, we will charge at-cost rates using cost-effective telecommunications service providers.

Travel expenses

Many lawyers can't travel a few blocks without getting into a taxi and charging it to the client.

Sometimes it would even be faster to walk. With due regard for time efficiencies, our fees and environmental considerations, we intend to maximise walking and our use of public transport and minimise our use of taxis.

We also recognise that the days of finding any excuse to jump on a plane are fading. We intend to maximise our use of communications technology in order to minimise our plane travel.

We will charge you travel expenses only to the extent that, directly in relation to your engagement, we need to travel:

- outside the metropolitan area in which our offices are located;
- by taxi, between our offices and a relevant destination (eg your premises); or
- by taxi, between our home and our offices or a relevant destination, when it is outside ordinary business hours and it would be unreasonable to use public transport.

We will charge these expenses **at-cost** as disbursements. If we travel outside the metropolitan area in our own car, we will use standard methods to calculate our travel expenses.

These travel expenses do not include our professional fees for travel time.

New business enquiries

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Our service ethic

Clients expect and have the right to receive full value for the fee charged. Our Service Ethic defines the standards of client service at Optim Legal.

- We will always put our clients' best interests first. This means taking a holistic view that accounts for our clients' legal and commercial interests. Each of the commitments below is consistent with this approach.
- We aim to deliver the highest quality legal services. That is why we only employ lawyers with top-tier background.
- We will always give our clients our full professional attention and commitment. That includes making the effort to understand our clients' business.
- We will always work as efficiently as possible. This means working diligently as individuals, pulling together a well-structured team and identifying the optimal point on our clients' value curve.
- We will always do our best to turn work around quickly.
- We will always do our best to be accessible and responsive to our clients.
- At the beginning of a matter, we will always discuss with you the scope of work and how much we believe it will cost.
- We will always do our best to provide clear and relevant advice. In particular, we will be fearless in our advice consistently with our ethical obligations.
- We will always look to provide solutions, not just identify problems. Where appropriate, we will make recommendations, not just describe options.
- We pride ourselves on fair and transparent fees and billing.
- We will always welcome feedback on how we can better and will provide informal and formal feedback channels.
- We will always look for ways to improve and innovate our services, whether it means restructuring what we do, refining the way we do it or simply getting better in the execution of it.
- We will always practise law in full compliance with our professional and ethical responsibilities.