

TRAVERS SMITH

# *Retail*

A guide to our offering



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*The retail sector is facing more challenges than ever before. The continuing focus on online and omni-channel retailing, increasing competition and regulation and the importance of supplier and outsourcing arrangements present a number of issues for retailers. Travers Smith has the expertise to help you navigate them.*

*Our leading lawyers have comprehensive knowledge of the legal and commercial issues facing retailers on a day-to-day basis as well as on one-off corporate transactions including mergers and acquisitions, IPOs and refinancings.*

*There are very few areas of law that do not impact on businesses operating in the retail sector and our cross-departmental team is well versed in providing the highest quality advice on the most complex and demanding instructions across the sector.*

## Our experience

We have taken time to understand the retail sector and build lasting relationships within it allowing us to provide focussed and high-quality commercial advice to our clients.

We have wide ranging experience across the retail sector, with a client base ranging from food retailers to luxury brands, from domestic and electronic consumer goods companies to online retail businesses as well as private equity and other investors in the sector.

We are market leaders for M&A in the retail sector, ranked #1 by Mergermarket by volume of deals. However, our experience goes far beyond M&A, IPOs and refinancings. Our lawyers have the requisite

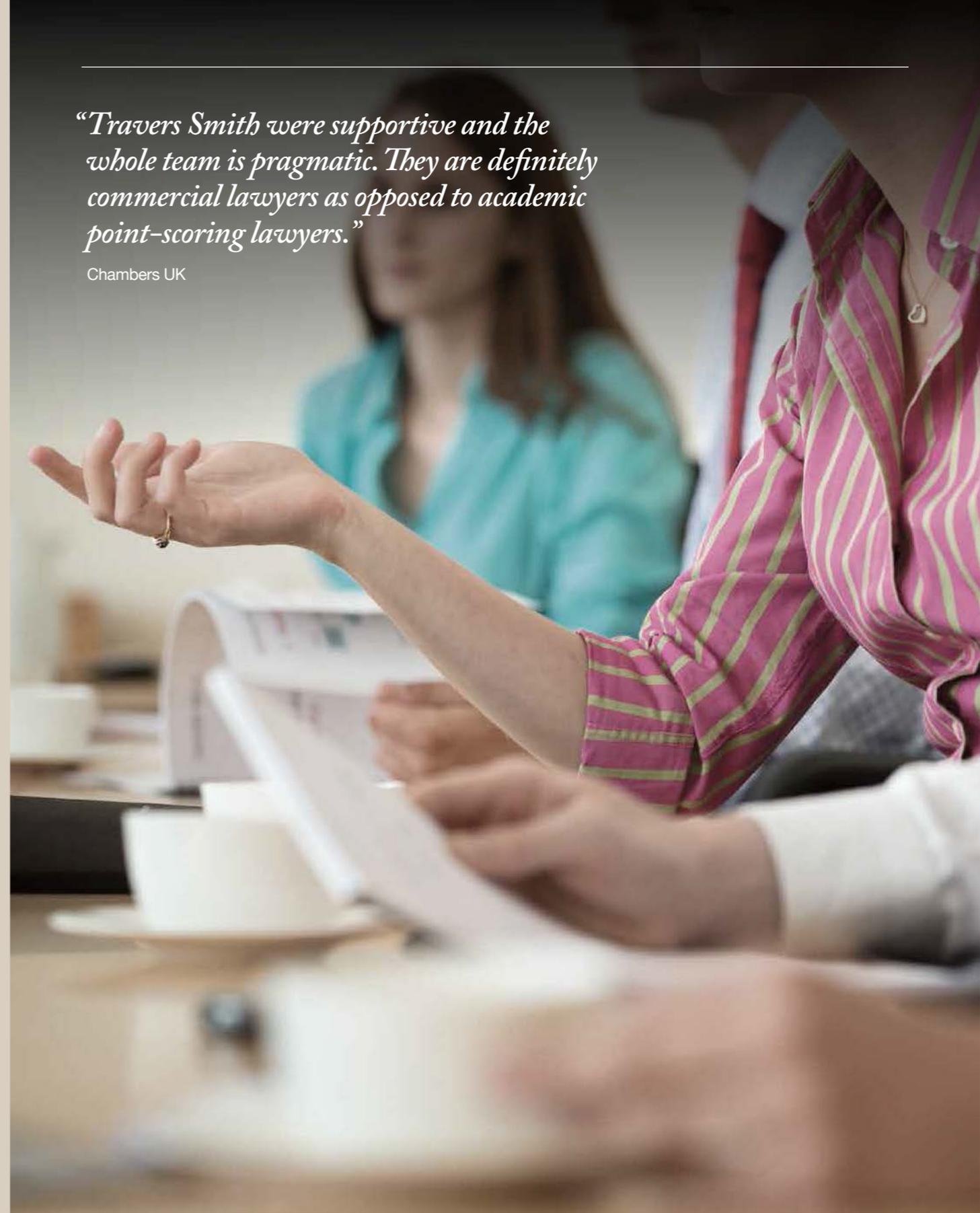
depth of experience to advise on all issues facing retailers. This includes advising on the following areas:

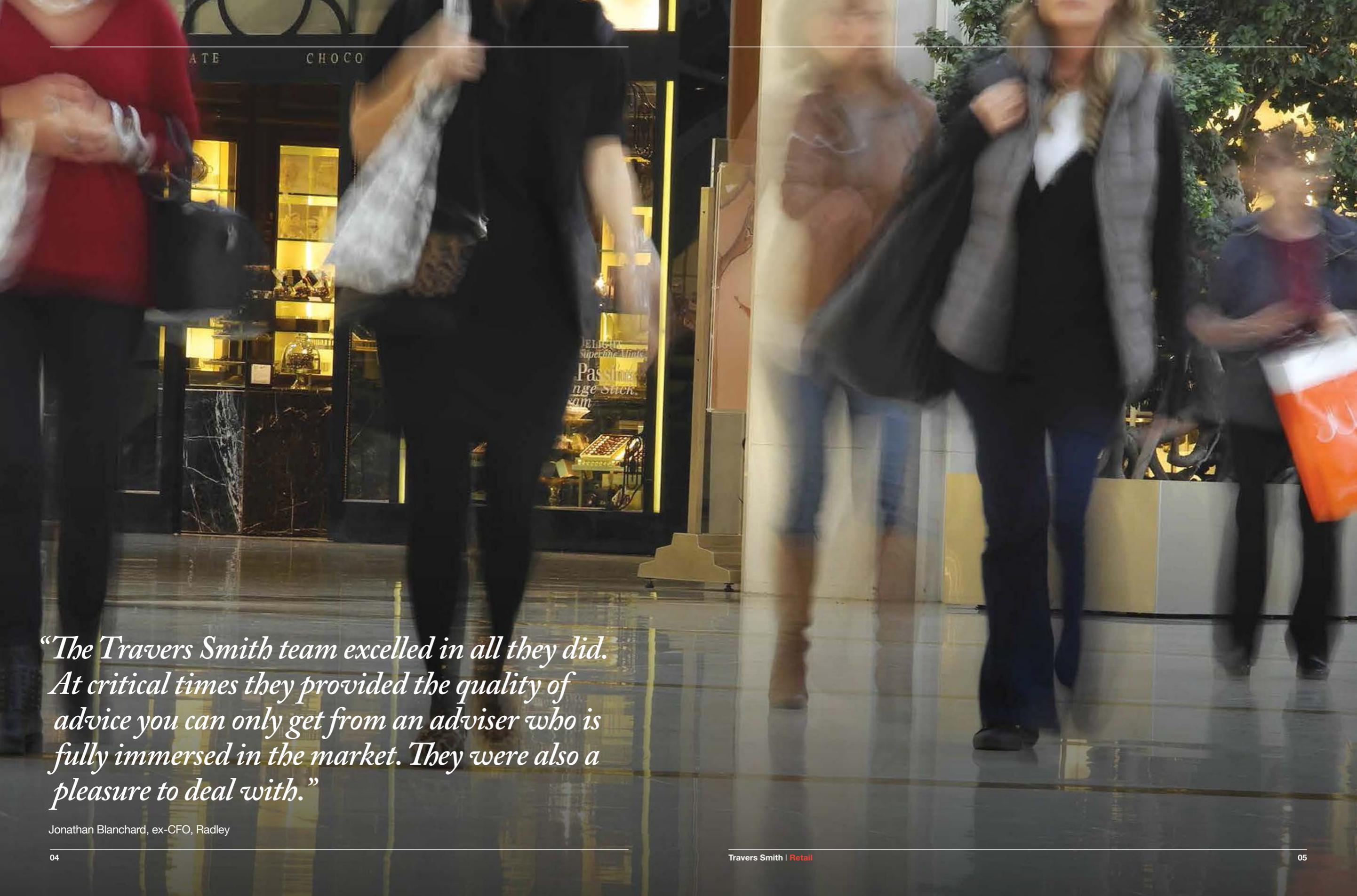
- joint ventures and key supply, outsourcing, franchising and IT- related contracts;
- marketing, advertising and data protection;
- brands and intellectual property;
- consumer rights and regulatory compliance;
- product liability and safety;
- anti-trust investigations;
- sale and leasebacks; and
- complex litigation and insolvencies.



*“Travers Smith were supportive and the whole team is pragmatic. They are definitely commercial lawyers as opposed to academic point-scoring lawyers.”*

Chambers UK





*“The Travers Smith team excelled in all they did. At critical times they provided the quality of advice you can only get from an adviser who is fully immersed in the market. They were also a pleasure to deal with.”*

Jonathan Blanchard, ex-CFO, Radley

# Retail

Experience in this sector includes advising:

## Albemarle & Bond

Advised a bidco funded by an international investor group led by Promethean Investments on the acquisition of Albemarle & Bond out of administration



## Fat Face

On its proposed IPO and subsequent bank refinancing



## Byron Hamburgers

Advising its management on the acquisition of Byron Hamburgers



## McColl's

On its £200m IPO on the main market of the London Stock Exchange



## Select Service Partner

Advising its management team on the £1bn IPO on the main market of the London Stock Exchange



*“They are very professional, provide excellent service and are very much aimed at getting the job done.”*

Chambers UK, 2014

## Pets at Home Group

And its management team on its £1.28bn IPO on the main market of the London Stock Exchange



## thetrainline.com

On its proposed IPO and sale to KKR



## Shoe Zone

Advised Numis Securities on the £80m IPO of Shoe Zone on AIM



## Cath Kidston

And its shareholders on the investment in Cath Kidston by Baring Private Equity Asia



## Hamleys

Advised Groupe Ludendo on its acquisition of the iconic British store Hamleys



# Retail

## Cath Kidston

On its commercial distribution agreements



## McColl's

On the renegotiation of its business-critical supply and distribution arrangements with Palmer & Harvey and NISA and on the OFT investigation into pricing practices in the tobacco sector



## Shepherd Neame

On the negotiation of its outsourcing of distribution and warehousing services with leading Swiss logistics provider Kuehne + Nagel



## Hobbycraft

On its business-critical distribution agreement with Clipper Logistics



# "Enviably retail sector client base."

Chambers UK, 2014

## LK Bennett

On various contentious and non-contentious IP matters and on its international franchises



## Pret A Manger

On the renegotiation of its contractual arrangements with Veriphone to provide 'chip and pin' machines and software to all stores



## Agent Provocateur

On the renegotiation of a trademark licence



## Jack Wills

On its warehousing and distribution agreements and on the re-platforming of its business critical website



## Team

We believe that a key differentiator for us is the structure, quality and nature of our teams. We have the correct level of partner involvement, not just occasionally, but continuously and guarantee the right balance between supervision, guidance and cost-effectiveness.

We ensure that our teams work closely with one another, so that we are able to provide a co-ordinated and seamless service. Retail work is handled by a dedicated team led by Adrian West.



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*“The quality of the lawyers is excellent and the service is hands-on. A lot of activity from partners.”*

Chambers UK, 2014

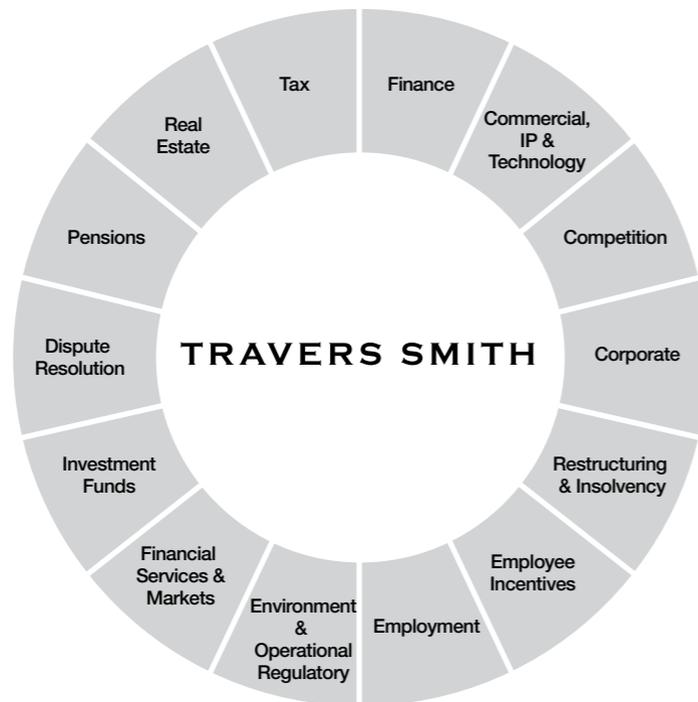
We are an award-winning, full service law firm focused on providing high quality, pragmatic advice on English law.

### Our approach:

- Partner led, consistent teams
- Sound commercial advice delivered by high calibre lawyers
- Extensive market knowledge and experience
- Sector focus across each practice area

### Why Travers Smith:

- Ranked 'Top City Firm' in the Legal Week client satisfaction survey
- High quality service and exceptional efficiency
- At least 50% of our work has a multi-jurisdictional aspect and we regularly advise on international transactions of all sizes



### Disclaimer

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