

## NICHOLAS BUTCHER

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**ACTIVITY** 2019 was a very strong year for the Maples Group, both in Ireland and across the globe. We reached a significant milestone in the group's history having welcomed our 2,000th employee in November 2019. In addition we completed a complex rebrand which saw Maples and Calder and MaplesFS consolidate under a single brand, the Maples Group.

All of our practice areas are highly complementary and form a service network to respond to the needs of our international clients. We therefore devote proportional resources to each practice area.

**COMPETITION** The legal landscape is in a huge period of flux, with a number of new market entrants. This competition raises the bar, bringing out the competitive spirit in our lawyers and I am confident we will continue to improve our offering, even in these particularly turbulent times.

We initially entered the Irish market in 2006 and have been successfully operating here for 14 years now. With this experience, I am confident we are equipped to navigate the

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inevitable challenges that we will face in the weeks and months ahead. Ireland, along with most of the world, is in the grip of the Covid-19 crisis. It remains to be seen what impact this unprecedented event will ultimately have on the Irish legal market, but it is almost certain to herald changes.

There is no denying it is a highly competitive

Irish legal market, but at the Maples Group we listen to our clients' needs in order to create novel and tailored solutions for them. We also place a huge emphasis on cultivating strong and long-lasting relationships with our clients, which we believe is fundamental to top-tier service and success.

**USP** To be the best law firm in the market, you need the best people – simple as that. We focus on a very select number of practice areas, which means our lawyers have deep sectoral knowledge in their respective fields. If we are not going to be the best at something, we simply do not do it.

Our people need to be fulfilled to excel. That is why we place a huge emphasis in ensuring our people are satisfied professionally, as I believe that a positive culture enhances and improves client service. Over the past year, we have spent a huge amount of time working with our HR team to improve our maternity, paternity and parental leave policies.

We recently introduced a range of flexible and agile working policies as we accommodate employees' changing needs, and invest in the future of our people. All of our lawyers and professionals have the necessary capabilities to enable them to work effectively on a remote basis, with secure access to relevant internal platforms, as required.