

Dentons simplifies its innovation approach to better meet client needs: Part of the new dynamic plan to create better client experience and brand for business solutions

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Dentons, the world's largest law firm, today announced a simplified and more unified approach to bringing innovative solutions to clients. As clients begin to emerge from the pandemic they are asking "What's Next?", and they need a one-stop-shop law firm that can bring them the very best and the most tailored advice in the most seamless and sophisticated way.

Dentons has emerged from the pandemic strong. In 2020, Dentons announced 33 new locations around the world and in the first quarter of 2021, Dentons has announced or launched more combinations than any other law firm did in 2020.

Building on that momentum and as part of its client-driven innovation journey, Dentons will fold Nextlaw Labs into its main innovation offering. Meanwhile, Nextlaw In-House Solutions, Nextlaw Public Affairs Network and Nextlaw Referral Network will continue to operate under the Nextlaw brand. These changes build on the Firm's growth trajectory by creating a catalyst for faster and more seamless client engagement and support.

"As they emerge from the pandemic, our clients are being confronted with bigger and broader challenges," said Elliott Portnoy, Global CEO of Dentons. "And we have built a more coordinated and strategic innovation program which will accelerate the development of solutions to address our clients' business needs - wherever those needs may be."

"Dentons was a pioneer - launching Nextlaw Labs and Nextlaw Ventures when the legal technology market was just emerging," said Joe Andrew, Global Chairman of Dentons. "Fast forward to 2021, Dentons now has 20,000 people in more than 200 locations around the world and is poised to help clients benefit from the growth that we are seeing in the legal technology sector by streamlining our approach and delivering at scale - always with our clients' needs in mind."

In 2015, Dentons launched Nextlaw Labs/Nextlaw Ventures as a catalyst to drive the Firm's innovation strategy and to support the nascent legal technology market. Led by CEO Dan Jansen, Nextlaw Ventures will continue to operate as a separate business entity shifting the focus from early-stage legal technology investment to the commercialization of Dentons' innovation initiatives and strategic partnership opportunities - all while supporting the growth of exiting Nextlaw Ventures portfolio companies.

"Our vision is to always be the law firm of the future and Dentons' commitment to innovation and change is part of our DNA," said John Fernandez, Global Chief Innovation Officer, Dentons. "With the strong support of our global and regional leadership, we now have more than 120 lawyers and business professionals advancing award-winning innovation initiatives across the globe, reinforcing our reputation in the legal profession as "Technology Titans".

Dentons recently appointed Tanja Podinic as Global Director of Programs, Innovation who is helping to advance a suite of programs and platforms including a global innovation solutions hub, solution development frameworks, and training and skill development programs.

About Dentons

Dentons is the world's largest law firm, connecting top-tier talent to the world's challenges and opportunities with 20,000 professionals including 12,000 lawyers, in more than 200 locations, in more than 80 countries. Dentons' polycentric and purpose-driven approach, commitment to inclusion and diversity, and award-winning client service challenge the status quo to advance client interests. www.dentons.com

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