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## PRESS RELEASE

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### **As part of its digital strategy, HAVEL & PARTNERS strengthens its team with the appointment of online marketing and data analytics specialists**

The largest Czech and Slovak law firm HAVEL & PARTNERS has expanded its marketing and sales team with two new senior members who will participate in the development of the firm's digital strategy. Sandra Matušková, who previously worked at the leading digital agency Adexpres, has taken on the position of senior online specialist. The new senior BD & data analyst is Miroslav Hyrman, who previously held a similar position at Allan S. Lolly & Associates APC in the USA and mentored several start-ups, including for Microsoft.

*"We keep track of new trends and get inspired by the best international law firms, global consulting firms and private banks. This also applies to digitisation, which has gained pace in connection with the crisis,"* says Jaroslav Havel, the firm's founder and managing partner. *"But even before the crisis, we agreed with Sandra and Miroslav to cooperate in the implementation and further development of our group's digital strategy. I see marketing and other related activities as an important and integral part of the success of any company. Since the beginning, my partners and I have built this firm as a strong and dynamic company, where we were not afraid to invest much more effort and resources in marketing than was then usual in the Czech Republic and Slovakia. Our extraordinary growth has confirmed that we have made good investments. An enormous advantage now is our size that allows us to do marketing at the top international level with our own internal team. This now also applies to the implementation of our digital strategy, the first results of which we are already seeing in the transformation of the economy since March 2020,"* adds Jaroslav Havel.

Sandra Matušková graduated in media communication from Jan Amos Komenský University in Prague. In more than ten years of her practice in online marketing, she worked, for example, at H1.cz and as a Programmatic Consultant at Adexpres. As a member of the marketing team, Sandra will be responsible for all matters relating to online marketing, including the development of social networks and the blog, website optimisation and other activities strengthening the HAVEL & PARTNERS brand.

Miroslav Hyrman graduated in political science and international relations from the CERVO Institute. Before joining HAVEL & PARTNERS, he worked at Allan S. Lolly & Associates APC in the United States and mentored several startups, including for Microsoft. As a member of the the marketing team, he will be primarily in charge of data analytics, including market analyses, business reporting and will also be responsible for the further development of the CRM system.

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**HAVEL & PARTNERS, attorneys-at-law**, with offices in Prague, Brno, Bratislava, Pilsen, Olomouc, and Ostrava, has a team of 220 lawyers, approx. 150 associates and 500 employees in total, including employees of the affiliated debt collection agency Cash Collectors, and is the largest independent law firm in Central Europe. Our clients include large international companies, leading Czech and Slovak firms, including strategic state-owned companies and public sector authorities, as well as medium-size businesses, individual entrepreneurs, and investors. We advise approximately 100 of the Fortune 500 companies, and almost 50 of the Czech Top 100 companies. HAVEL & PARTNERS currently provides its services to more than 1,500 clients. We have the most comprehensive international support available to both Czech and Slovak law firms. We provide legal advice in 12 world languages in more than 80 countries around the globe. Up to 70 % of the transactions we deal with involve an international aspect. We closely cooperate with leading international law firms in Europe, Asia, North America, Africa, and Australia. Thus, our clients have access to international and local know-how and expertise through more than 30,000 lawyers in nearly 160 countries. HAVEL & PARTNERS is the most successful law firm, providing the most comprehensive legal services in the Czech Republic and Slovakia, based on the total number of all nominations and awards in all years of the Law Firm of the Year awards. The firm has become the absolute winner of this competition three times in the last five years, receiving the main award Domestic Law Firm of the Year in the Czech Republic (2015, 2017, 2018) and ranking as one of the most recommended law firms in all categories of law. HAVEL & PARTNERS is also a three-time winner of the Law Firm of the Year award for Best Client Services (2015, 2016, 2019). HAVEL & PARTNERS has repeatedly been named the Best Law Firm in the Czech Republic by the international rating agency Who's Who Legal (2018, 2019) and was also named the Best Law Firm of the Year in the Czech Republic as part of the Global Awards announced by Corporate LiveWire (2018). The firm was named the Best Law Firm in the Czech Republic in the M&A category based on the annual International Advisory Experts awards (2018, 2019) and the Law Firm of the Year competition (2019). In Slovakia, HAVEL & PARTNERS won the prestigious global M&A Today Awards six times in a row (2013–2018) and was ranked No. 1 in the same category in Lawyer International Legal 100 (2017, 2018). Prestigious international rating agencies EMIS DealWatch and Mergermarket have ranked HAVEL & PARTNERS among the leading law firms by the number of transactions completed in the entire CEE region since 2009. Based on annual awards of the Acquisition International magazine, HAVEL & PARTNERS has become the Law Firm of the Year 2019 in the M&A category in the CEE region.

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