

Dear clients and friends,

It is incredible that 2021 is over, and we have met more than two years of global ravages by Covid-19. At the same time, it is worth seeing modern science's response capacity. In that period of time the virus was identified, and multiple vaccines were developed and have been applied worldwide at a pace like no other. Soon we will all be vaccinated and able to resume our activities, leaving only the harsh memories of this condition that opened our eyes and reminded us of how vulnerable we are.

These past two years have been a period of consolidation and effort for our firm. This first edition of "A Year in Review 2021" is a way to highlight our achievements, reaffirming that Sánchez Devanny is more solid than ever, and that our dynamism and drive are what characterize and define us.

This year we are celebrating our first 25 years, demonstrating that the dream of building an institution in which the people who make it up and our vocation to serve clients, are our reason for being.

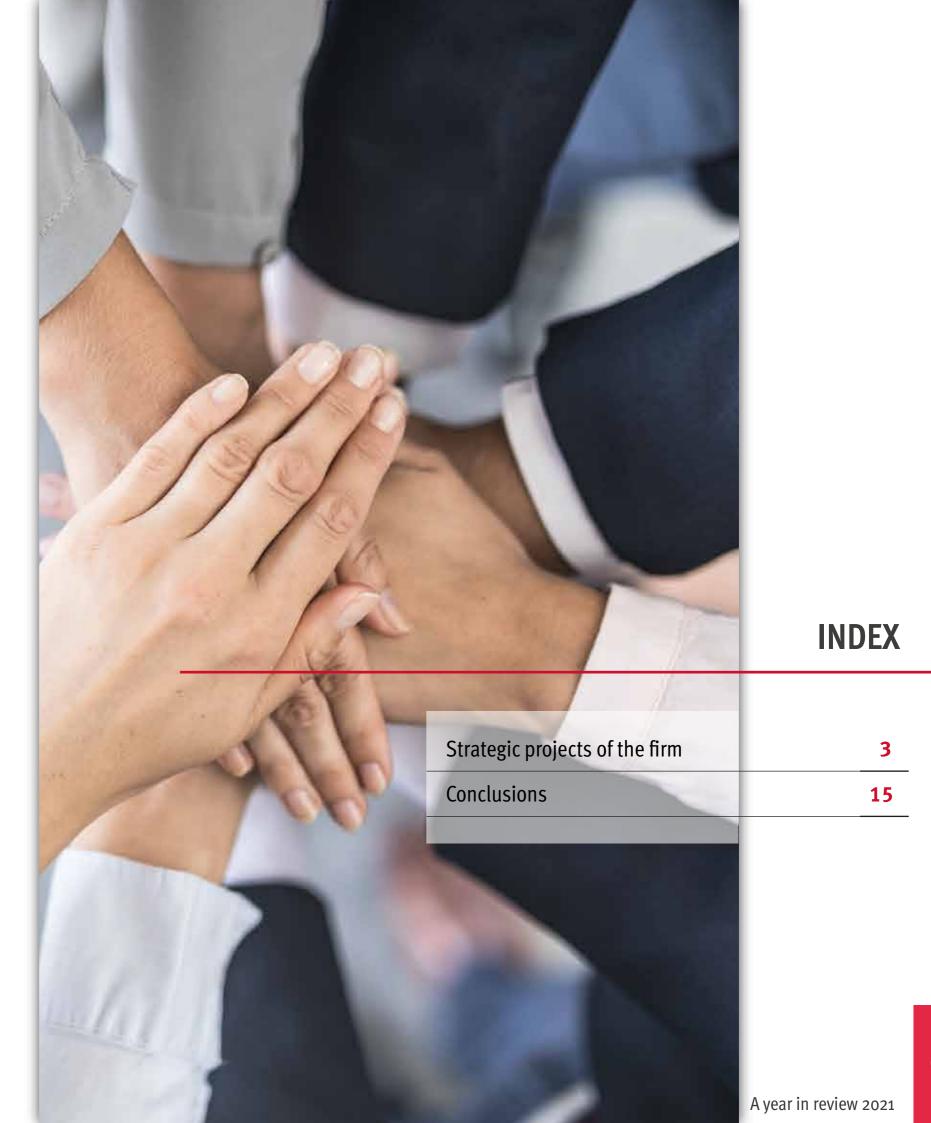
On behalf of all partners, I want to thank each of our clients for the trust placed in our firm to conduct their affairs, and to thank our collaborators for making Sánchez Devanny the benchmark for Full Service legal services in Mexico.

I invite you to celebrate with us the accomplishments that we have achieved together and that are reflected in this "A Year in Review 2021". The projects for the future are many and the challenges are great, but working arm in arm, we will continue to exceed your expectations and grow together.

With warmest wishes,

Ricardo León-Santacruz







# Home Office strategy for COVID-19

#### **BACKGROUND**

In the context of the pandemic, Sánchez Devanny was determined to implement measures that would allow all its collaborators to feel safe, as well as to maintain physical, mental and emotional health.

As a primary containment measure for the SARS COV-2 virus, we apply the established security protocols to guarantee that the existing operation in our offices protects the health of our collaborators.

For the home office and personal confinement environment, a Wellness program was developed and implemented so that our collaborators could handle anxiety, stress and sedentary lifestyle situations.

## **PROJECT**

#### At the Office

followed cleaning protocols to guarantee sanitized spaces.



We took care of the health of our employees and collaborators and minimized risks by prioritizing remote work and limiting the capacity of the offices according to what is allowed by the authorities.



Significant investments were made in our three offices to properly condition the workspaces in common areas, such as thermometers and biometric readers for contactless access, among others.



#### **At Home Office**

We scheduled webinars and seminars with information and workshops related to self-care, with topics such as mindfulness, meditations and stress management, among others.



We provided advice and tips on healthy eating through cooking sessions and newsletters.



We organized Semester challenges "Activate your body at home " and professional Coaches in the Instafit application.





## **BENEFITS**

The actions taken at the office allowed us to maintain business operations, minimizing the risks for our team.

The support provided in home office when attending anxiety, stress and physical health problems offered our collaborators well-being, tranquility and therefore greater productivity.

# **Diversity Committee's Initiatives**

#### **BACKGROUND**

In 2021, the Diversity Committee continued developing strategic projects to reinforce our commitment to be a Diverse and Inclusive firm.

Continuous updating of our website's Diversity and Inclusion space

Whose purpose is to publicize the policies, initiatives and projects that our firm has developed in this matter.

**External communication campaigns** 

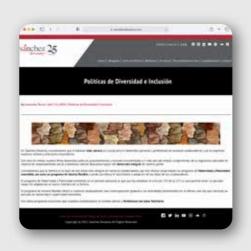
Echoing voices (International Women's Day) and Keep Your Pride (LGBTQ+ Pride Month).

## **PROJECT**

In this space are the initiatives and projects in which the firm is involved, as well as the internal policies and actions implemented at all levels of our organization, on diversity and inclusion.

Likewise, you will find testimonials from our collaborators on how these actions have contributed to their empowerment in the professional field.





The "Echoing voices" and "Keep your pride" campaigns reflect the importance of both movements for Sánchez Devanny and the support that we provide to these and other communities from our internal policies.





#### **BENEFITS**

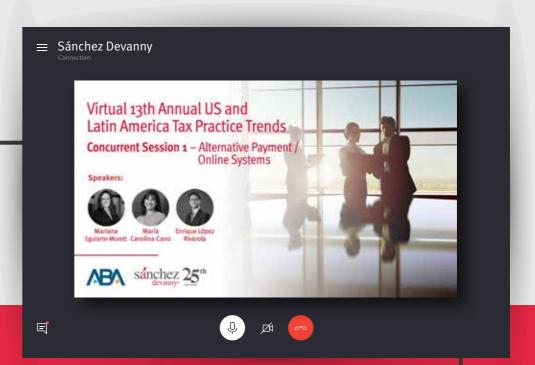
Our actions regarding Diversity and Inclusion create a safe and collaborative space in which each person feels valuable for their talent, allowing them to develop their activities in a creative and dedicated way.

# **Value Updates - Webinars**

#### **BACKGROUND**

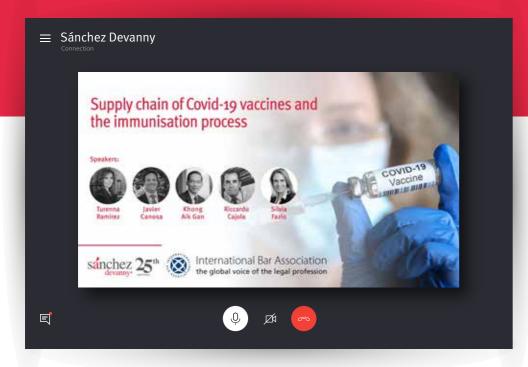
As a result of the pandemic, we adapt to new forms of communication, organizing and participating in webinars in which our experts presented the analysis and points of view on the most relevant topics for our clients.





## **PROJECT**

Throughout this year, we organized more than **45 webinars** and participated in more than **60 webinars** organized by third parties, in which our talented specialists from areas such as Labor, Tax, Energy, Corporate, Foreign Trade, Life Sciences, among others, have participated as speakers, reaching with their experience a large number of people and companies in Mexico, the United States, Canada, Central and South America, Europe and Asia.







#### **BENEFITS**

The legal context changes frequently and rapidly, so our highly competitive team remains prepared to analyze, reflect, and communicate these valuable updates.

In this way, we provide informed, prepared and comprehensive advice that helps our national and international clients in their decision-making with a complete and current panorama at their fingertips.

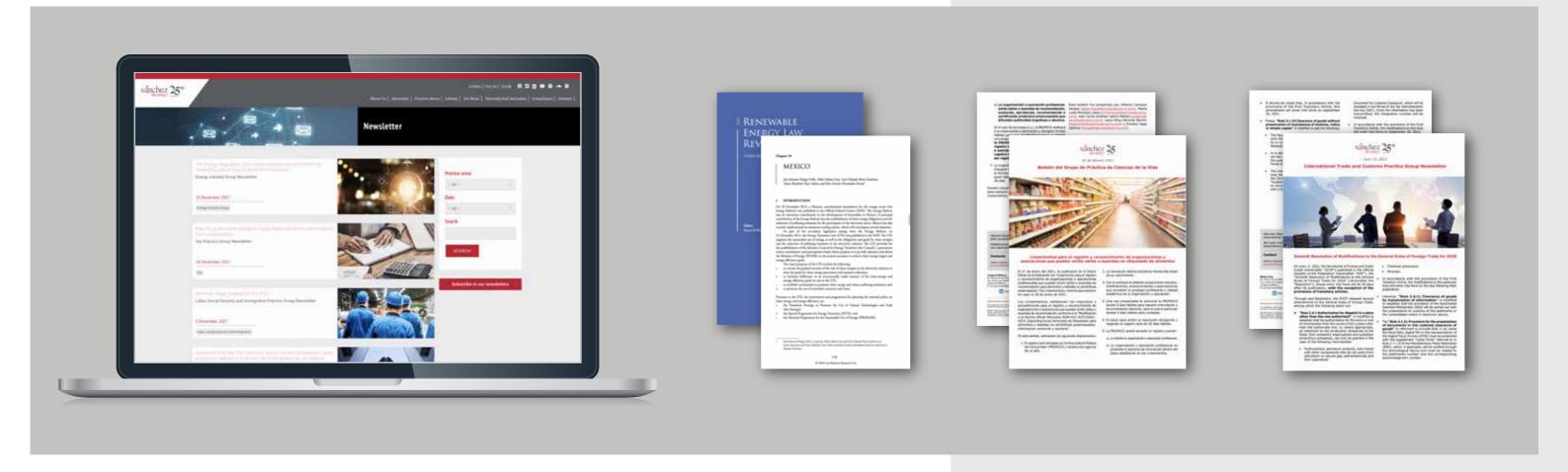
# **Conversation Generators - Editorial Content Development**

#### **BACKGROUND**

The comprehensive approach that our firm has in advising and serving our clients, covers a wide spectrum that includes the development of editorial content, which provides current, clear, punctual and valuable analysis regarding changes in the applicable laws to their Businesses.

## **PROJECT**

During this year, around **110** *newsletters and legal publications* (legal analyses and articles) have been produced, adding value to the content that we share with our key audiences.



## **BENEFITS**

This strategic communication activity allows us to respond to the trust placed by our clients by allowing us to advise them in a timely manner, providing them with information and guidance to support their business decisions.



# New location of the Office in Querétaro



#### **BACKGROUND**

Due to the growth of our firm in the plaza and the Bajío region, thanks to the trust that all our clients and contacts have placed in us, as well as the professionalism and dedication of our people, we decided to change our location in Querétaro.

#### **BENEFITS**

The domicile of our firm in this city is located in one of the newest, most modern, safe and sustainable business complexes in the region: the Querétaro Business Park.



These state-of-the-art facilities and first-rate infrastructure, with spacious, comfortable and functional spaces will help us improve our response capacity and service to our customers and visitors.



# **PROJECT**

The space of the previous office was tripled, which increased the work spaces, as well as storage and recreation for our collaborators.

The logistics in relocation, installation and tuning of services and infrastructure necessary to continue providing the service to our clients was coordinated.

## Implementation of the Compliance Program

Sánchez Devanny has successfully implemented its Compliance Program, which includes the following:

## **PROJECT**

1

Phase one



The renovation and implementation of a new version of the Firm's Code of Ethics and Conduct.



The drafting and implementation of a Compliance Policy, complying with Anti-money laundering laws.



The implementation of a Business Continuity Plan that includes actions against the Covid-19 Pandemic, as well as the strategies and resources available to the firm to guarantee the uninterrupted provision of our services to clients.



The establishment of an Internal Client Knowledge Procedure, as well as the acquisition of an information search tool that allows us to anticipate risks and comply with Anti-money laundering laws.



The development of an Internal Investigations Protocol, which is a document that allowed the firm to offer its employees and third parties a safe mechanism to receive and process any kind of complaint related to possible breaches of the Law and of the Firm's internal regulations.

Phase two

In a second stage of the Firm's Compliance Program implementation that took place in the last quarter of the year, the Firm's shareholders meeting unanimously approved the following internal regulations:



Guidelines for contracting suppliers.



Protocol of relationship with Public Servants.



Gifts, Hospitality and Expenses Policy.

#### **BENEFITS**



With these decisions, the Firm shows its commitment to the implementation of an ethics and integrity culture.

For the year 2022, it is expected to continue with the application of all internal regulations, the training of all our collaborators and the fulfillment without excuses of our slogan: "Ethics and integrity are present in everything we do".

# **Podcast Launching**

#### **BACKGROUND**

As part of our commitment to bring our content to various media, we decided to launch the firm's Official Podcast Channel, with easy-to-access audio content for our clients and the general audience.

## **PROJECT**

Podcasts are audio capsules created from content of interest and relevance to our audience.

We have an official profile on three audio content distribution platforms: **Soundcloud, Spotify** and **Apple Podcasts.** 

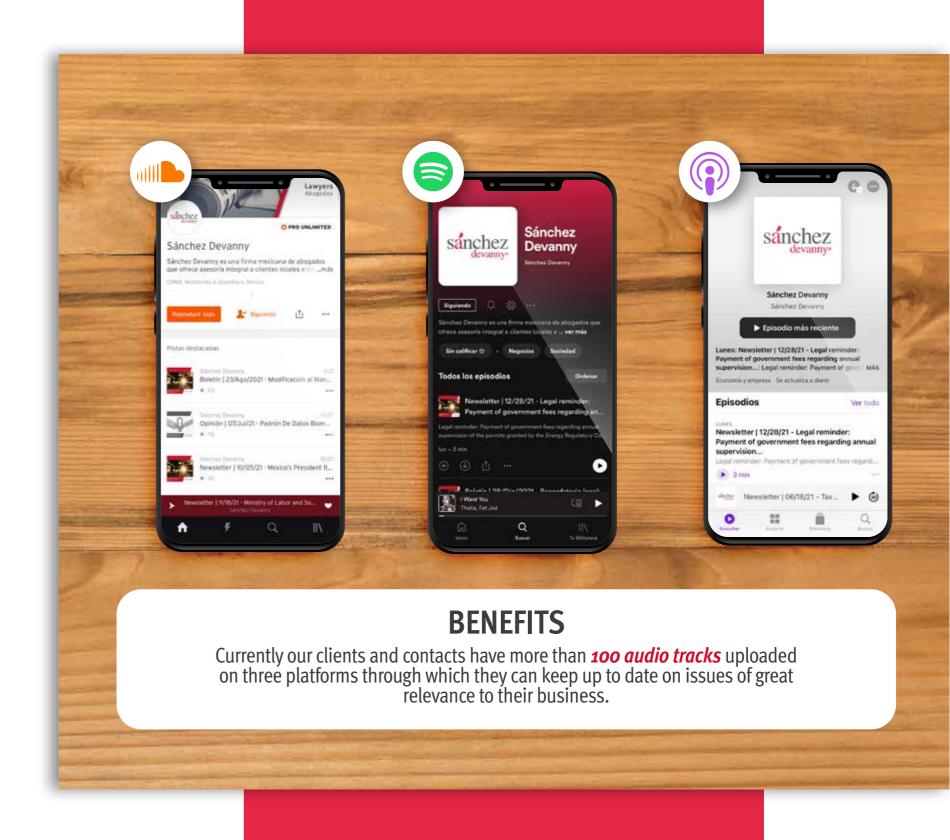
In this channel, you will find constant content in two ways:

• **Newsletters**. Recordings in English and Spanish of the newsletters produced by the firm.



• **Opinion**. Productions made with the participation of lawyers from the practice areas providing their comments, reflections and recommendations on relevant issues.





# vLex: Our new Legaltech consultation platform



#### **BACKGROUND**

Faced with the new challenges that remote work implies and in order to be at the forefront of legal technology, the Firm made the decision to adopt innovative digital tools to manage the operations that our lawyers carry out daily through the vLex platform.

## **PROJECT**

A review of the LegalTech solutions available in the market was carried out to define which one best suited our operation.

Once the available alternatives had been compared, it was decided to invest in a platform that was backed by a large amount of legal content, including laws, jurisprudence, codes and regulations, which also had a legal assistant to take advantage of artificial intelligence, deciding to use vLex.

#### **BENEFITS**

It is reflected in the services we offer and in the level of response we provide to our clients.



Optimize our professional practice.



It distinguishes us from other bidders in the legal sector.



It promotes our good practices to reduce the use of paper, caring for the environment, being consistent with a changing world.



# We are investing in the refurbishment of our facilities

### **BACKGROUND**



Since currently most of our personnel continue to work remotely, we are modernizing some spaces in our office while it will have minimal effects on the activities of the office.

# **PROJECT**



Give continuity to the transformation of these smart and sustainable accessories, more hys comformation of these smart and sustainable accessories.

and harmony, including and greater appeal and



The design is developed from the current image, in accordance with the style of the building.

# **BENEFITS**



This modernization refreshes our image, promotes a more efficient space, improving the experience of us, our clients and friends in the office.

# Identifying Trends - We launched our White Paper: Control of foreign trade operations.

High-value reports for us to understand our clients' markets and industries.



Fully understanding the markets in which we operate, their complexities and the challenges clients face is a must for any top-level law firm.

In order to more completely understand our clients' industries, we launched our White Papers project, strategically designed reports that provide clients with useful, timely and accurate information on trends in different markets.

# **PROJECT**

Each White Paper is the result of great research work carried out by our talented team of lawyers, in conjunction with our Marketing team and external specialists, who work together to identify the main market trends regarding different topics of interest.







## **BENEFITS**

With the resulting report of each White Paper, we add value to our clients, since they can understand the dynamics of the market, identify trends, compare themselves against the average companies in their sector and make fully informed business decisions.



# We launched our new Website

Facilitating access to our information and content

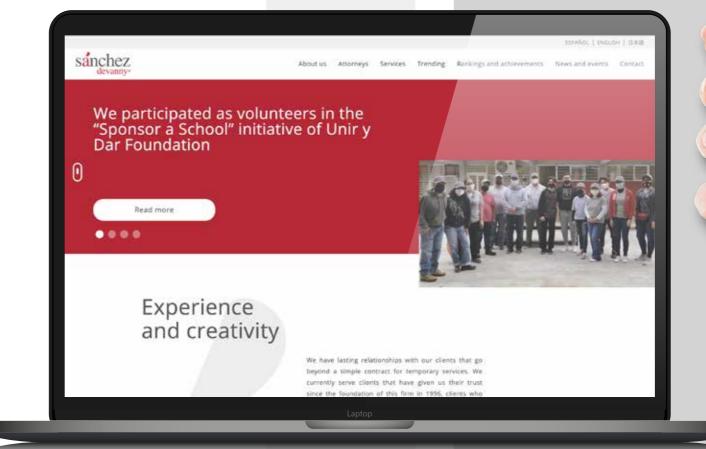
#### **BACKGROUND**

The large amount of content that we generate in the firm for our clients and contacts needs to be easily identified and accessible on our website. Therefore, to offer better navigability and user experience, we have completely redesigned our main external communication channel.

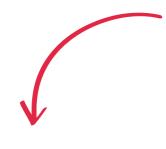


# **PROJECT**

The new Sánchez Devanny website provides our clients and friends with a simple and intuitive browsing experience, with a graphic communication style that is more modern and cleaner.







## **BENEFITS**

From now on, our visitors will be able to quickly find what they are looking for on our website, streamlining their communication with the firm, our lawyers or our marketing team.



# Client satisfaction - Continuous improvement is in our DNA



#### **BACKGROUND**

At Sánchez Devanny we strive to be a benchmark in the Mexican legal market. For this reason and as part of our continuous improvement process, this year we carried out a study of our clients' satisfaction regarding our services.

# PROJECT

This evaluation allowed us to identify those aspects on which we must work to achieve the entire satisfaction of our clients in their business relationships with us.

With the definition of projects, plans and strategies that cover these areas of opportunity, we will take another step in excellence.



## **BENEFITS**

Our clients were able to express themselves and let us know those aspects that we must work on to provide a service that exceeds their expectations.

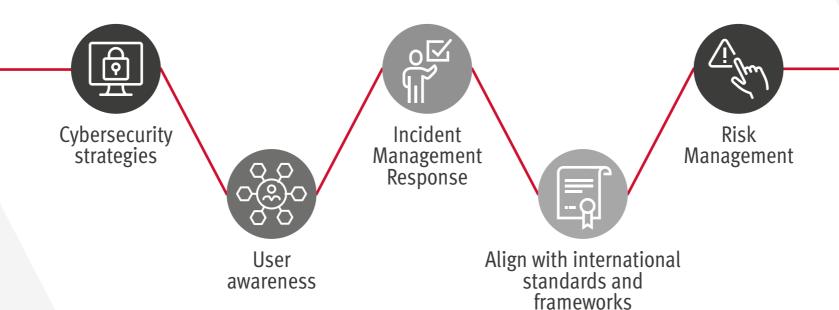


# **PROJECT**

Enforce, improve and re-define our policies and procedures in the following subjects:

# **BACKGROUND**

Deploy and implement strategies for an Information Security Management System



## **BENEFITS**

To have an Information Security Management System which offers peace of mind and compliance for thesecurity needs to our Clients. In the near future, this will allow us to attain international certifications, such as ISO 27001.



# **Upgrade of ERP Platform (Genius Legal)**





## **BACKGROUND**

Improve performance or our ERP Platform for our Administrative, Time Management, and Billing processes.



# **PROJECT**

Evaluation, planning and execution of data and software migration to the latest version of Genius Legal platform.

Information migration monitoring, functionality and validation tests. User training and startup of upgraded platform.



### **BENEFITS**

Genius Legal software is mounted on cloud (Software as a Service).

Two new modules were added: CRM and Business Intelligence. These modules will allow us to use financial and statistical information to make strategic decisions.

