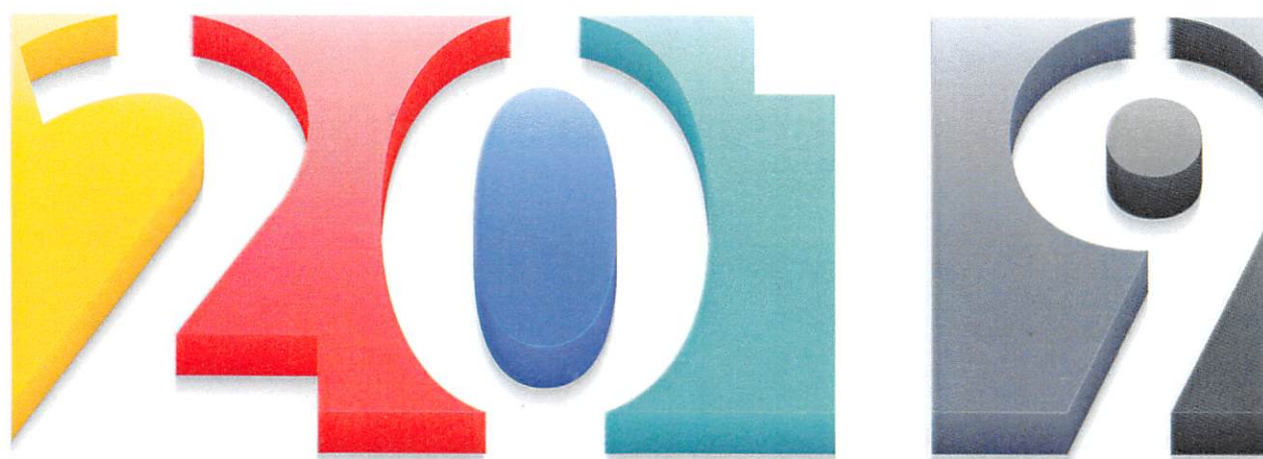


C O R P O R A T E I N T L  
G L O B A L A W A R D S



SETTING THE INDUSTRY STANDARD FOR PRACTICE EXCELLENCE

## PRIVATE EQUITY & INITIAL PUBLIC OFFERING LAW FIRM OF THE YEAR IN SWITZERLAND



**Marc René Deschenaux**  
Founder & Managing Partner

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### Deschenaux Hornblower & Partners, LLP



Deschenaux, Hornblower & Partners  
THE FIRM THAT REFINANCES THE WORLD

**The founder and managing partner of Deschenaux Hornblower & Partners, LLP, Marc René Deschenaux, began his career as a software developer working on trading applications for commodities and securities. The program provided a great advantage in terms of identification of transactions and was able to help the user identify a profitable transaction until 105 minutes faster than the time required for a trader to arrive at the same conclusion. Thanks to the program he developed, Mr Deschenaux became a successful broker at 19, a brilliant trader at the age of 20 and responsible for trading at 22. After this rise, he was transferred to the "Department of Special Operations".**

Mr Deschenaux began studying law in 1987 at the University of Geneva. As the course was not what he expected, he decided to continue his studies in England while taking advantage of various distance learning courses from American and British universities. Mr Deschenaux founded CD World and a new department, "The Legal Department of the Deschenaux Group".

In February 2000, Marc Deschenaux left CD World to create Investraders and a new legal team. He hired Schwab, Flaherty & Associates as an external consultant.

In 2005, Marc Deschenaux opened a private non-bar law firm, initially called "Marc Deschenaux & Partners – Non-Bar Law Firm".

In September 2014, Marc Deschenaux teamed up with two young associates, Luke Hornblower and Julien Machuca, and in January 2015, Mr Gross joined the team, which now led to five partners. DH & P recruited Mr Gross from Swiss Investment House, Inc. in order to add financial and analytical expertise to the team as well as to advise clients during the different phases of the stock market. Through new strategic partnerships, Deschenaux Hornblower & Partners, LLP endeavours to offer its clients complete financial services.

Today, Deschenaux Hornblower & Partners, LLP are pathfinders to financing for entrepreneurs and companies, so that they can realise their projects and ideas. The firm is based in Geneva, Switzerland as well as New York and Los Angeles, US. Its expert advisers are specialised in corporate finance, all kinds of commercial contracts and financial agreements, intellectual property including licensing, franchising

and securitisation, as well as securities market transactions, and are world-leading experts in financing law and in the organisation of financings through Private Equity Offerings and Initial Public Offerings.

Mr Deschenaux noted: "We are a law firm of non-bar lawyers or jurists and not of attorneys-at-law. As such, we are not involved with litigation and thus, we have fewer enemies. This is a big advantage for clients who need support in delicate and important matters. As a company, we firmly believe going into litigation is already a failure. We do not believe in solutions arising from the courts of law. In regards to our clients, we serve mainly famous entrepreneurs and corporations of all sizes. The philosophy in place here at Deschenaux Hornblower & Partners, LLP evolves around teamwork, and for us our staff actually makes the success of the firm. Our legal team is entrepreneurial, and we believe that the modern lawyer must join forces with other professions and skills such as finance, marketing & communication."

Through its relationships with clients, the firm has organised 169 IPOs and 240 private offerings, and has raised a total capital of +3 billion USD.

Both Mr Deschenaux and the firm itself are also members of key associations, including the International Association of Economic Law, the Swiss Private Equity & Corporate Finance Association, and the International Association of Entertainment Lawyers.

Mr Deschenaux added: "For non-institutional companies to raise money from the US financial markets and investors, whether institutional or family offices, there is no doubt that we are the leading European firm. We are the only

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firm to offer European companies the access to US financial markets without going through ADRs. To raise capital is costly, especially privately. Most people believe that a private equity offering is cheaper than a public offering. This is the case only for drafting the disclosure, but when distribution costs are included, especially when the distribution of the securities lasts for months or more, this is no longer the case.

"In February 2018, we launched the foundation of Intellectual Property Securities Corporation together with an investor from California. In March 2018, we signed a joint-venture with Diamond Global Vision, the group of Mr Manouk der Stepanian. This venture resulted in the signature of a USD 2 Billion Initial Public Offering for a bank of Mauritius expanding internationally, and is bringing a dozen new large prospects to our firm. We also are in charge of assisting Selfie Styler in raising USD 10 million privately, and in a contemplated equity sale USD 300 million transaction."

In the coming 12 months, the firm intends to open offices in Casablanca and Kiev, as well as beginning the opening of Hong Kong and Moscow representations, and is actively looking for partners there. The firm is also developing a significant software application named Trail – in order to collect disclosure information data from its clients' issuers.