

CODE OF CONDUCT PACIFIC RIM ADVISORY COUNCIL

May <@>, 2024

1. **Background**

Pacific Rim Advisory Council (“**PRAC**”) is an affiliate network comprised of legal firms operating in different geographic regions around the world. Its success is dependent on the fostering and maintenance of strong relationships among its member firms (each a “**Member**”).

Each Member is required to appoint two representative members (each a “**Primary Delegate**”), who will serve as points of contact for that Member firm for such items including, but not limited to, the receipt of referral requests and coordinating a response to same; providing Member information to PRAC and disseminating PRAC information to members of the Member firm; and organizing other representatives (each, including the Primary Delegates, a “**Delegate**”) to attend PRAC conferences and/or organized events.

At each conference arranged by PRAC (each a “**Conference**”), substantive business sessions and networking/social events are held, with a view to encouraging an open exchange of ideas regarding firm management, business development, IT and other current developments in the legal profession, with a longer view to establishing, fostering and maintaining strong relationships among Members through their Delegate(s).

In turn, PRAC relies upon each Delegate to deliver news, information and updates to the members of its respective Member firm, so as to increase and maintain the visibility, relevance and overall importance of PRAC within each Member firm.

Each Member, and each Primary Delegate and each Delegate attending a Conference, is encouraged to follow the principles described herein.

2. **Purpose**

This policy is intended to provide overall guidance to each Member and each Delegate attending a Conference as to the expectations of PRAC and its Members regarding Conferences, with respect to attendance at a Conference and other PRAC-organized events, and with respect to messaging and communications subsequent to each Conference and other PRAC-organized events, with a general view to strengthening and re-enforcing the visibility, relevance and overall importance of PRAC within each Member firm, and with a general goal of strengthening and maintain business referral and client work opportunities amongst Member firms.

3. **Duties of Members**

- (a) Each Member will use its commercially reasonable efforts to send at least one Delegate (preferably a Primary Delegate) to each Conference.
- (b) Each Member will implement succession plans with respect to the Primary Delegates and any Delegate(s) that (i) have represented the Member at Conferences on multiple occasions and (ii) who may be nearing retirement with respect to their respective role(s) with that Member.

- (c) Each Member will endeavor to cause their lawyers, marketing and/or business development departments to disseminate PRAC information and updates internally to their lawyers and staff as appropriate, with an emphasis on communicating such information at meetings of Member partners or relevant Member practice group meetings.
- (d) Notwithstanding the foregoing, it is recognized that each Member is expected to undertake only those efforts and planning that are appropriate to that particular Member's circumstances, further recognizing the resources of each Member may, from time to time, vary in scope.

4. Duties of the Primary Delegates

- (a) Each Primary Delegate is expected to act as their Member's representative within PRAC, and as such to serve as a point of contact for their Member.
- (b) In turn, each Primary Delegate is also expected to act as PRAC's representative within their Member, and as such to serve as a point of contact for PRAC.
- (c) As such, each Primary Delegate is expected to facilitate the provision of all necessary information to PRAC for the PRAC membership director and for the "PRAC Connect" newsletter, including but not limited to contact information, general information regarding their Member, and the reporting of significant deals and/or other developments for inclusion into the "PRAC Connect" newsletter.
- (d) Each Primary Delegate is also expected to be a primary point of contact for PRAC Member referrals, which will include the receipt of referral requests and the coordination of responses to such requests.
- (e) In the event that a Primary Delegate intends to leave or otherwise terminate their role with their respective Member, the Primary Delegate will use his, her or their reasonable efforts to cause their Member to name a successor Primary Delegate prior to the next PRAC conference.

5. Duties of Delegates (Conferences)

- (a) Each Delegate attending a Conference is expected to attend, to their reasonable capabilities, the business functions at Conferences and as many networking/social functions as their time permits, and to represent their Member at each such Conference.
- (b) Each Delegate attending a Conference is expected to actively participate at each Conference business function, and encouraged to contribute to same when possible or as requested.
- (c) To the extent that a Member has implemented a succession plan for its Delegate, the original Delegate shall use their reasonable efforts to introduce their successor to other Members' Delegates at all applicable Conferences.

6. Duties of Delegates (Post-Conference)

- (a) Within a reasonable time following each Conference, each Delegate will disseminate a summary of content presented at such Conference to other

members of the Delegate's Member firm, including to the management of such firm, and to any associate or business development committees of that Member firm, as appropriate.