



# **The Search Engine for International Law and Arbitration**

**January 2021**

# We're building the world's leading platform in online legal research

100K → 500K

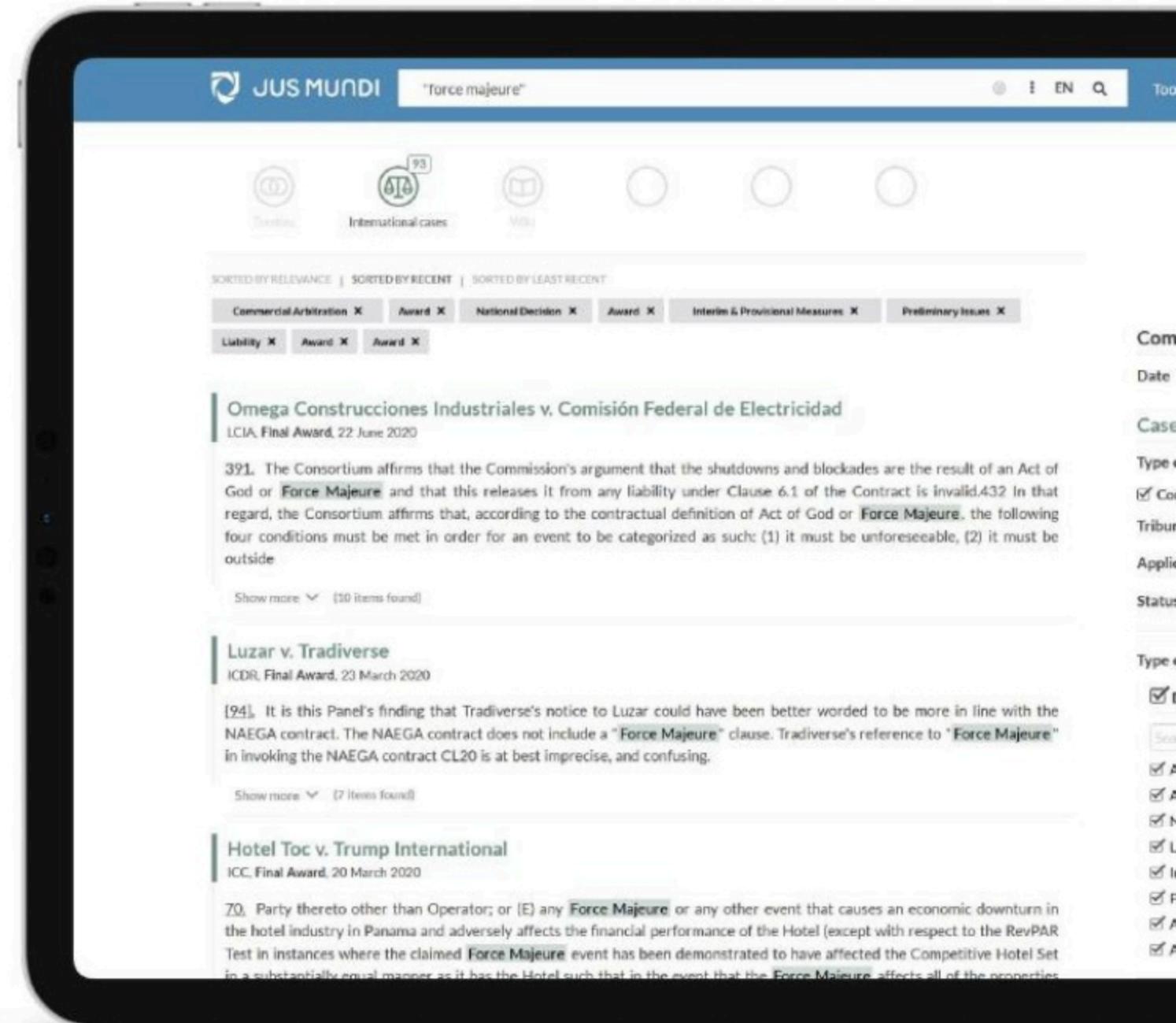
ARR in 12 months

0%

Churn

80%

of clients outside the E.U.



# The **global legal research pain points**

# 70%

of the activity of a large law firm requires **international legal research**<sup>1</sup>

# 35%

of a lawyer's time is dedicated to **legal research**<sup>2</sup>

<sup>1</sup> - Allen & Overy, Annual Review, 2019.  
- Baker McKenzie, Financial Results, 2020.

<sup>2</sup> - *Rebooting Legal Research in a Digital Age*, Steven A. Lastres, Director of Knowledge Management, Debevoise & Plimpton LLP, 6 Aug. 2013.  
- *Legal Research - A Lawyer's Nightmare*, Tushar Bhargava, 13 July 2017.

# Until now, lawyers were still researching using digitalized books



**Legal Publishers**  
40-year-old multi-billion dollar industry built on digitalized books.

1                      2                      3



**Public Search Engines**  
Not made for the purpose of legal research.

Yandex    Baidu    Google

1 XXXXXXX: \$3,4B revenues / \$1,3B EBITDA

2 XXXXXXX: \$1,6B revenues / \$330M profit

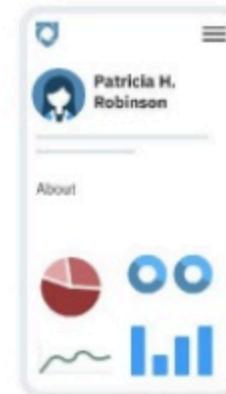
3 XXXXXXX: €945M revenues / €104M profit

# Jus Mundi is a **legal search engine** that is **disrupting existing solutions**

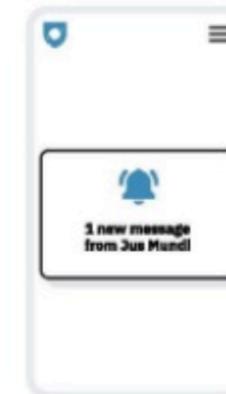
Our clients **save up to 30%**  
in search time thanks to Jus Mundi.<sup>1</sup>



**Multilingual search & dedicated filters**



**Analytics & Conflict Check**



**Personalized Alerts & Monitoring**

<sup>1</sup> Based on a 2020 client survey.

# Our secret sauce to stay ahead of the competition

Collection of Data

Enrichment of Data

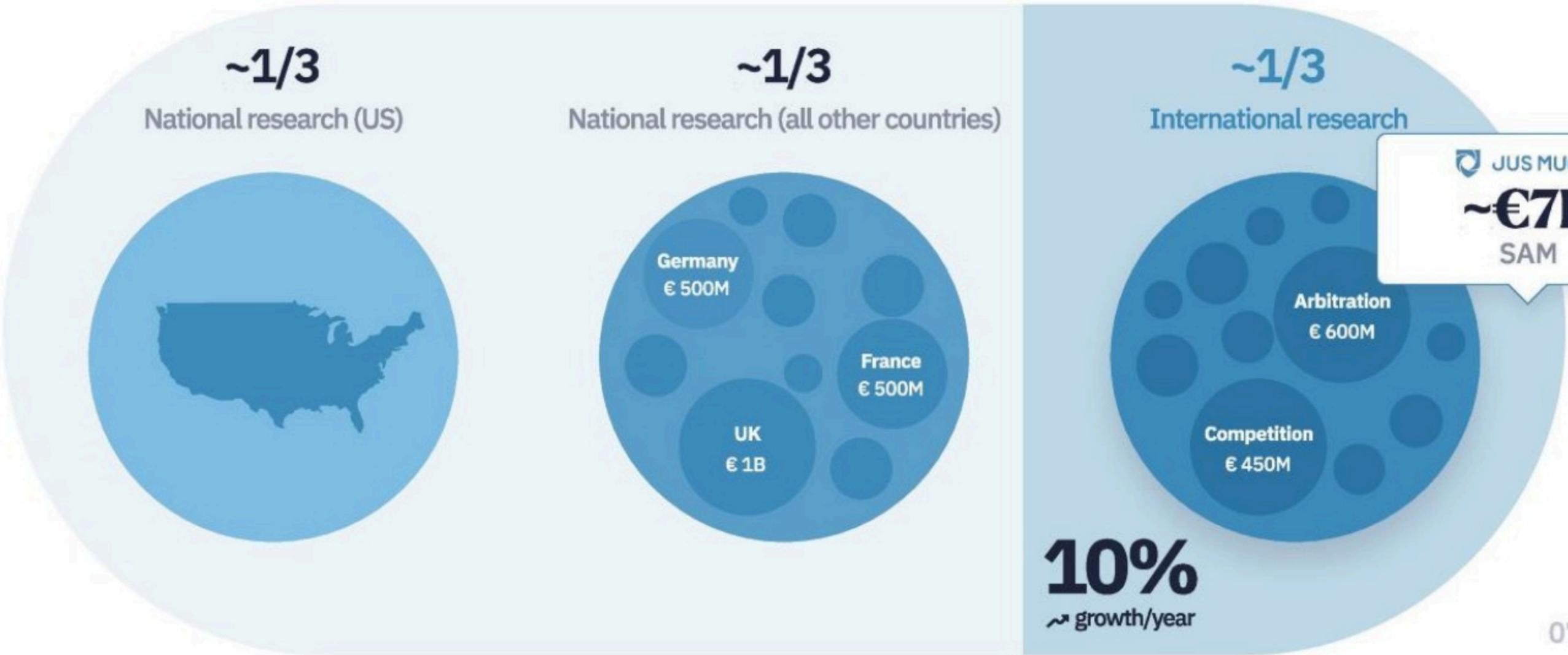
Smart Search

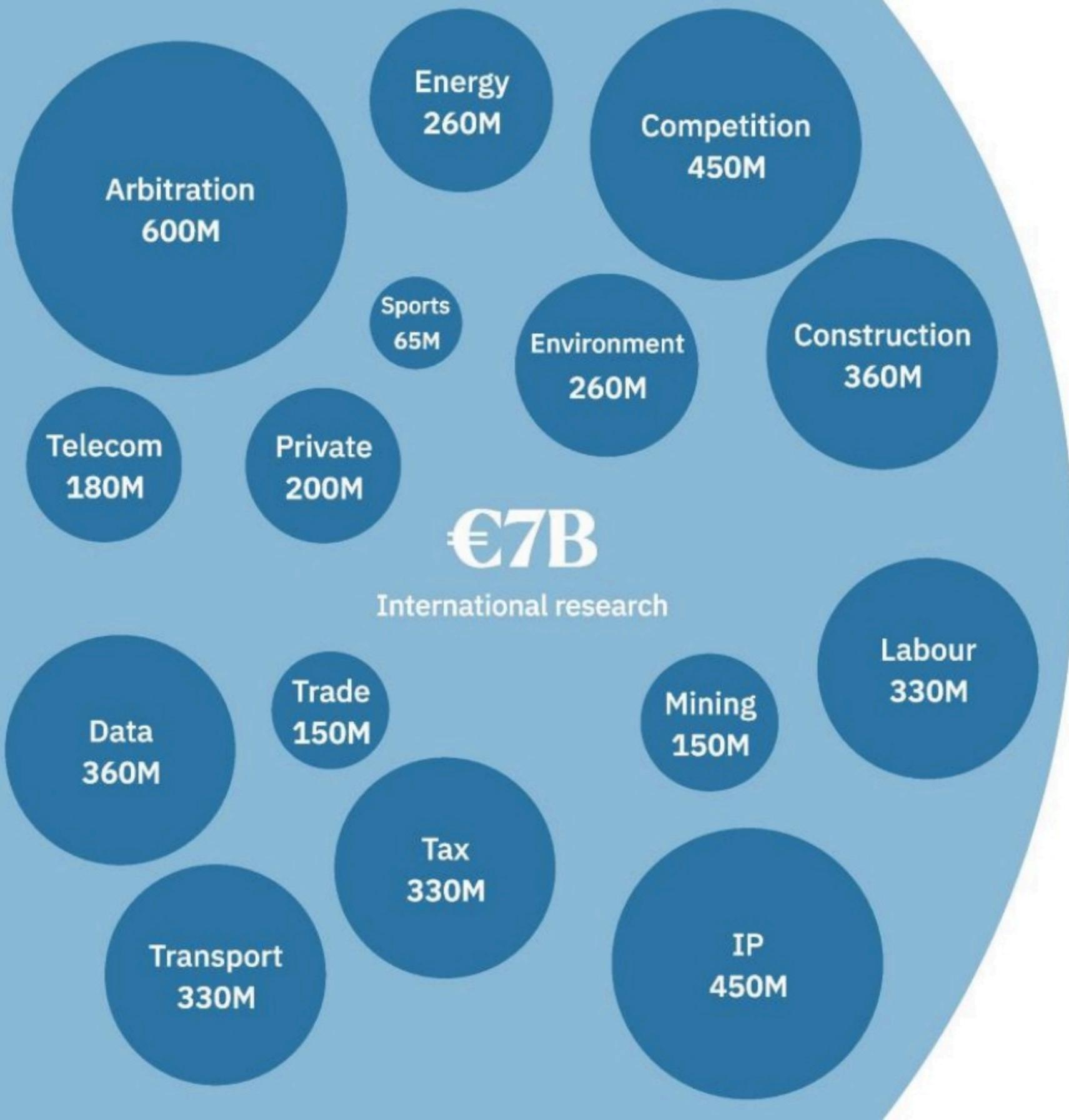
User Centric Approach

# We're addressing a fast growing international legal research market

**€21B**  
TAM (Total Available Market)

**5%**  
↗ growth/year





# The international research market offers the opportunity to become a global leader

📈 10% growth/year

🏢 Rarely digitalized

🏗️ Structured by specific legal verticals

# Our product is super sticky

0%

 Churn  
(21 clients renewed)

191%

 Net Revenue Retention  
(upsell from 2019 clients)

36%

 WAU

# Our business model is quickly **profitable** and **very lucrative** in the long term

**1 to 5 year** subscriptions with an annual contract value (ACV) of €1,500 to €XXXX + an **upfront payment** provide outstanding capital efficiency.

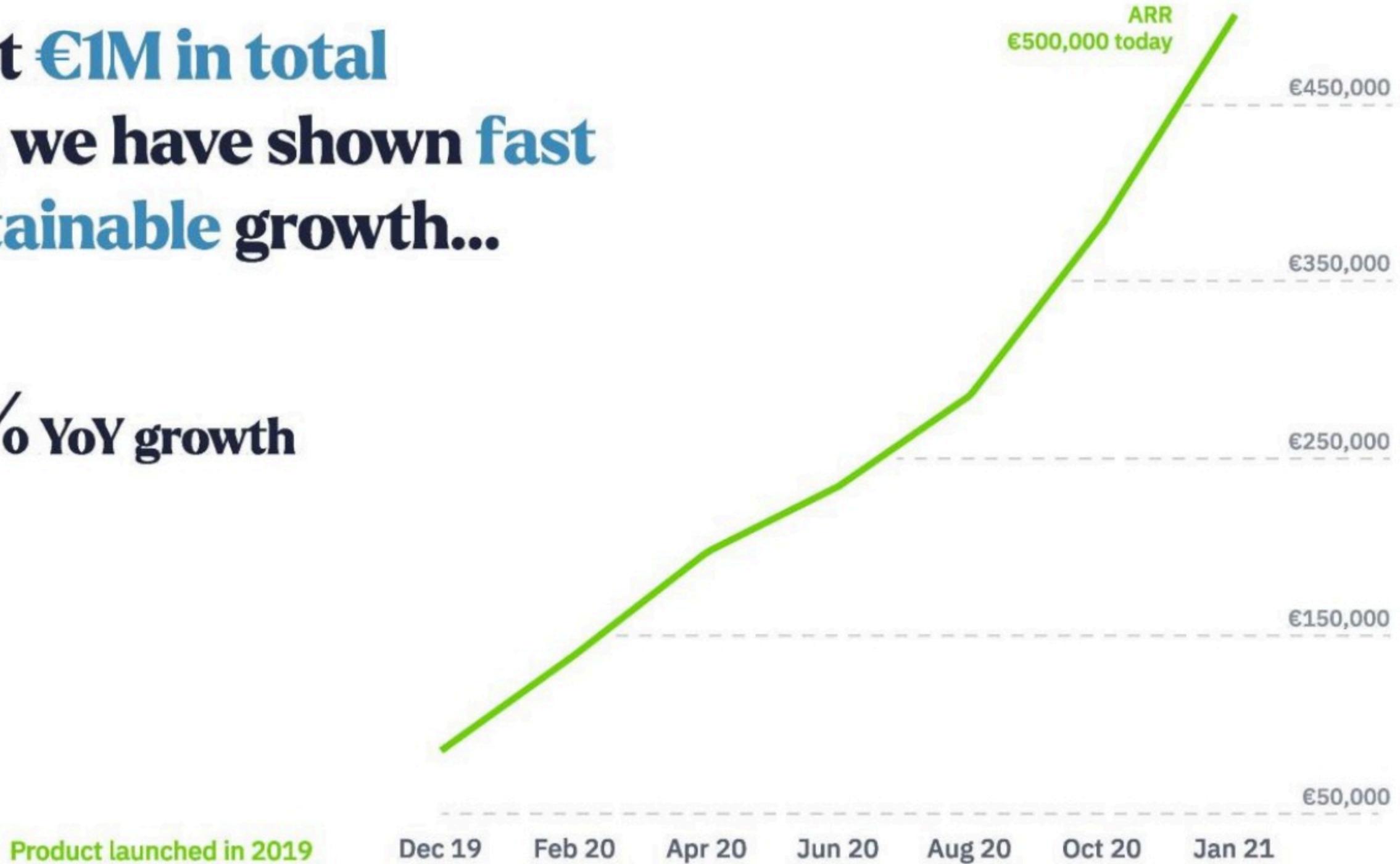


<sup>1</sup> 99,9% gross margin

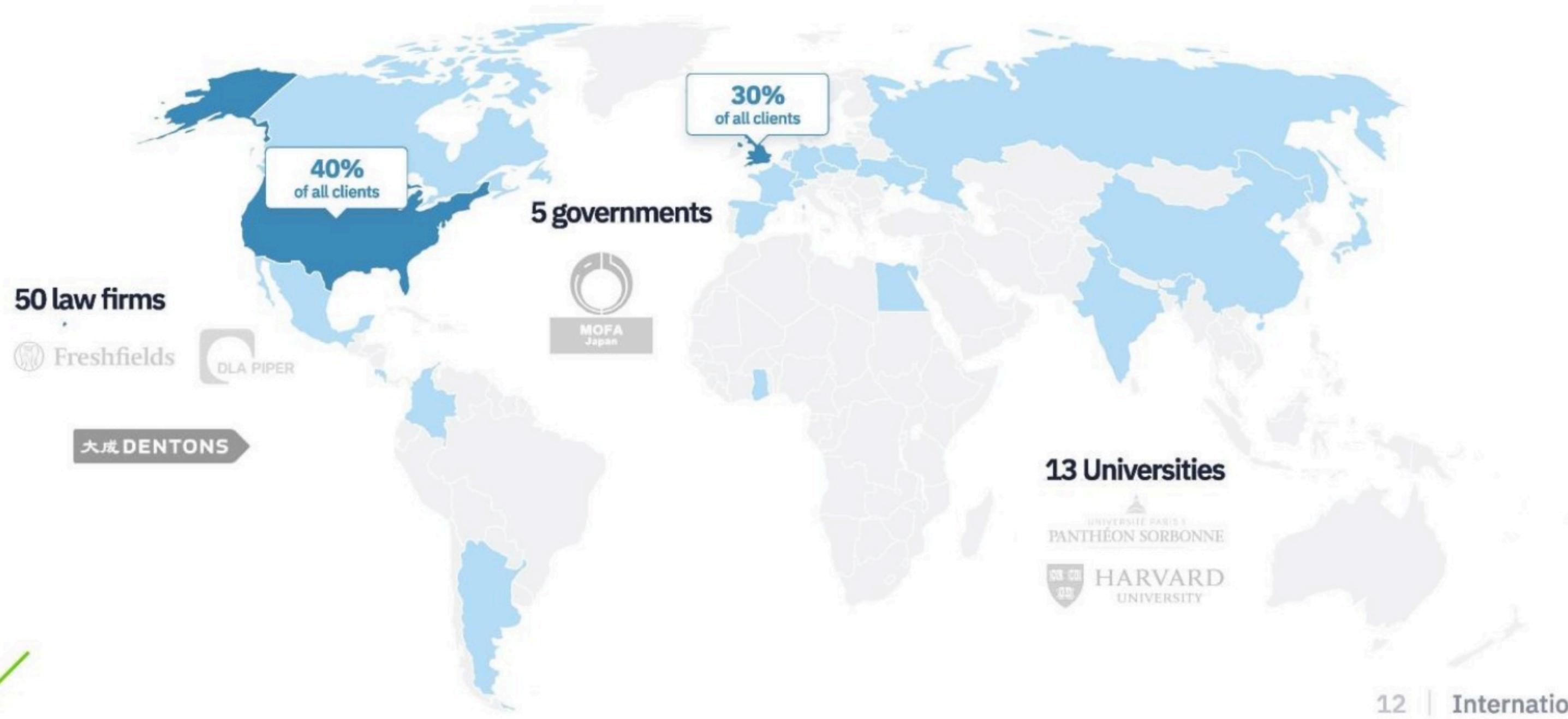
<sup>2</sup> = ACV \* Net Revenue Retention \* 5% churn hypothesis

**With just €1M in total funding, we have shown fast and sustainable growth...**

**400+% YoY growth**



# ... on a global scale



# Customer acquisition

CONFIDENTIAL

# Meet the core team

Jus Mundi's founding team combines industry and tech expertise,



**Jean-Rémi de Maistre**

CEO

ex lawyer at ICJ



**Valentin Brondel**

CFO

ex- Carrefour



**Thomas Latterner**

CTO

ex - Capgemini



**Aurélien Duval**

COO

ex- ALTEN



and strategic advisors.



**Stefan Tietze** in

Ex director of Auto1 Group



**Patrick Bertrand** in

Ex CEO of CEGID



is complemented by experienced key hires...



**Lauraine de Thiersant**

Head of Sales

ex Head of sales France of the world leader in legal research LexisNexis



**Marie-Hélène Ludwig**

Head of Legal

ex lawyer at the largest law firm worldwide



**Sneha Ashtikar**

Head of Marketing

ex lawyer; ex-BD for the US at a leading legal journal LEADERS LEAGUE



**Andrew Willcocks**

Head of Partnerships

ex lawyer; ex-BD at the International Chamber of Commerce



# We're raising our **Series A** to reach **€80M ARR** in the next 5 years

2020

**Arbitration**

2021

**Trade  
Sports**

2022

XXXX  
XXXXXXXX  
XXXX  
XXXXXXXX

2023-2025

XXXX  
XXXXXXXX  
XXXX

XXXX  
XXXXXXXX  
XXXX

XXXX  
XXXXXXXX  
XXXX

Expand to **corporates**.

**Accelerate** our growth with our current clients: **law firms & governments**.

XXXXXXXXXXXXXXXXXX.