

## unyer gains new member: Italian full-service law firm Pirola Pennuto Zei & Associati strengthens global organisation

- One of the top 5 law firms in Italy becomes exclusive member of unyer organisation founded by Fidal and Luther
- unyer expands to 2,500 advisors in Europe and Asia
- Massimo Di Terlizzi, Co-Managing Partner and Chairman of the Board of Pirola, joins the unyer Executive Committee

**Milan, Cologne and Paris, 15 September 2021 - Four months after its foundation, unyer expands to Italy. Pirola Pennuto Zei & Associati (Pirola), another top national player with a turnover of EUR 135 million joins the global organisation of leading international advisory services firms, which was founded by Fidal and Luther in May 2021.**

The renowned Italian law firm thus ranks 4th among the highest-turnover law firms in the highly competitive Italian legal market. With the addition of Pirola, unyer is taking the next step in implementing its strategy of establishing close collaborations with advisory firms in the world's 20 largest economies in the coming years.

"Italy – the third largest economy in continental Europe after Germany and France – has always been our preferred country for unyer's first expansion," says Christine Blaise-Engel, CEO at unyer and Senior Partner at Fidal. "The fact that we were able to attract such a significant market player as Pirola to unyer within four months from its founding makes it clear that the idea of establishing an independent organisation with exclusive partnerships has been met with great enthusiasm."

Only one member per country, only local top players with a comparable approach and mindset, this is how unyer is setting itself up for the future. Like the organisation's founding members, French law firm Fidal and German law firm Luther, Pirola operates as a full-service law firm and has a strong industry focus. Pirola, whose approximately 600 advisors work in 14 locations worldwide, has in-depth industry knowledge not only in Italian and European but also in Asian markets.

**“Global approach with local expertise in key markets and regions.”**

Massimo Di Terlizzi, new member of the unyer Executive Committee, confirms the great need of companies for global connectivity: “We see that clients are looking for advisors with a global approach and connectivity supported by strong local expertise in major markets and regions. unyer is the perfect answer to this megatrend. In this new global player, we were not only excited by the industry focus and innovation efforts, but we also share a common vision and values. In a few words unyer is the answer to those firms that wish to work with the same international approach as a sole firm keeping the independency in their territory.”

With the new member, the global organisation, which is also open to law firm-affiliated professional services firms, especially from the legal tech sector, grows to more than 2,500 advisors and an annual turnover of over EUR 650 million. unyer members offer practice-oriented legal advice in complex environments ranging from cross-border financings to the development and protection of innovative ideas to the structuring of international transactions and they face the clients' needs with an innovative focus on the three megatrends: "energetic transition", "smart industries", "crypto assets and blockchain".

Like all members, Pirola continues to operate independently in Italy and cooperates globally within the unyer organisation. The legal form of Swiss Verein makes close global cooperation possible with simultaneous economic and legal independence in the respective home market. All unyer members have equal rights and votes through the Executive Committee and the unyer Assembly.

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### **About unyer**

unyer, founded by Luther and Fidal in 2021, is a global organisation of leading international professional services firms. Besides law firms, unyer is also open to other related professional services, especially from the legal tech sector. unyer is based in Zurich as a Swiss Verein. unyer is globally connected but has strong local roots in their respective markets. unyer has an exclusive approach and only accepts one member firm from each market. unyer members offer its clients full services across all jurisdictions with a compelling industry focus. The organisation has an annual turnover of more than EUR 650 million and includes over 2,500 lawyers and advisors in more than 10 countries in Europe and Asia. In September 2021, Pirola Pennuto Zei & Associati joined the international organisation. [www.unyer.com](http://www.unyer.com)

### **About Fidal**

Fidal, an independent French law firm, has been a benchmark in the business world since 1922. We strive to use the law as a driving force to bring value-added to benefit economic players and our regions. Convinced that beyond exigency and technical expertise, it is the audacity and personality of our lawyers which makes the difference, we are committed to building lasting relationships, based on trust, transparency and mutual respect. Our distinctive organisation enables us to exercise our profession in a unique way, working closely with our clients and their challenges, in France and internationally. The firm draws on the expertise of its 1300 lawyers located in 90 offices across France. Fidal is a member of the WTS Global tax network. Fidal was named "Law Firm of the Year" and "French Law Firm of the Year" by the Monde du Droit in 2020. [www.fidal.com](http://www.fidal.com).

### **About Luther**

Luther Rechtsanwaltsgesellschaft mbH is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with ten of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector. Luther is a law firm with a business approach: their innovative awareness aspires them to provide their clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisers have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was named "Law Firm of the Year 2019" by the German legal publisher JUVE. Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com).

## About Pirola Pennuto Zei & Associati

Pirola Pennuto Zei & Associati was established as an association of advisors in the early 1980s by its founders who, since the 1970s, had been engaged in providing legal and tax services to companies and multinational groups. The Firm has grown steadily over the years and has constantly consolidated its multidisciplinary approach by creating specialized centers of excellence. It is currently one of the leading independent Firms in Italy in terms of turnover, number of consultants and profile of transactions handled.

With ten offices in Italy and offices in London, Beijing, Shanghai and Hong Kong, Pirola Pennuto Zei & Associati has made service quality its distinctive feature through the experience and high professionalism of over 600 advisors who, by combining their technical skills and expertise, provide a wide range of legal, tax and company law services, both nationally and internationally. In assisting its clients, the Firm uses advanced methodologies and a multidisciplinary approach through its lawyers and accountants who, with a focus on the most diverse sectors, offer services and customized solutions, ensuring maximum efficiency, thanks notably to constant upgrading and internal exchanges.

Leveraging the wealth of knowledge and know-how gained over the years, Pirola Pennuto Zei & Associati is recognized as an authoritative partner in business, academic and professional circles, providing synergy, support and mutual enrichment.

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