



GIDE 255

FROM DIGITS TO OPPORTUNITIES

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BY YOUR SIDE FOR ALL *your digital needs*

With the integration of digital tools in business, innovation has impacted all economic sectors. It offers new opportunities and drives long-standing business models to change. Whether in terms of blockchain, crypto-assets or even artificial intelligence, all these new technological developments and protocols lead players to rethink themselves if they are to remain competitive. These new technologies have begun to prove their business potential in several sectors, within incumbent players and start-ups alike. A number of examples come to mind, in the finance, insurance, logistics, luxury and pharmaceutical sectors.

GIDE 255, working hand-in-hand with Gide's business law experts, advises clients on decision-making, risk analysis and legal structuring in this new environment, throughout sectors where digital change is a challenge.



TO WHAT EXTENT CAN TECHNOLOGIES CREATE
NEW **opportunities** FOR MY BUSINESS?

WHAT **case studies** APPLY
TO MY SECTOR?

WHAT ARE THE **legal and
organisational issues**
STEMMING FROM THESE TECHNOLOGIES?

WHAT SHORT-TERM **roadmap**
CAN I PUT IN PLACE?

An economic take

OF THE CHALLENGES OF ADVANCED
TECHNOLOGIES

A multidisciplinary team

WORKING
WITH GIDE'S 550 LAWYERS

In-depth knowledge

OF INSTITUTIONAL
NETWORKS THROUGHOUT
THE WORLD

12 offices

WORLDWIDE

GIDE 255

Our expertise

13 practice groups

AND OVER 80 FIELDS
OF SPECIALISATION

A response TO EACH
LEGAL ISSUE DERIVING FROM
BREAKTHROUGH
TECHNOLOGIES

A bespoke method

TO SUPPORT EACH
INDUSTRY SECTOR

A MULTIDISCIPLINARY TEAM IN THE SERVICE OF INNOVATION

Long-standing experience in the financial sector: business and commercial banking, asset management, trading, market regulator.

A solid network among French, European and international public and private institutional players.

CLOSE WORKING COLLABORATION WITH ALL GIDE TEAMS

Comprehensive and diversified expertise: banks, insurance, financial services, taxation, data protection, intellectual property, competition and international trade, mergers & acquisitions, real estate transactions & financing, dispute resolution, public law, projects (finance & infrastructure) etc.

ACTIVE PARTICIPATION IN BUSINESS ASSOCIATIONS

The French Digital Asset Association (FD2A) established in July 2017, with Gide as a founding member.

Active participation in workgroups of Paris and European institutions.

A flexible offer to suit our clients' needs

Gide 255 works with you in identifying new development scenarios, designing strategic recommendations and legally structuring your activities on an international scale.

STRATEGY BUILDING



AWARENESS

Understand the challenges of blockchain/crypto-assets

BUSINESS DEVELOPMENT

Identify development opportunities

RECOMMENDATIONS

Suggest action drivers

ADVOCACY



REGULATORY SCAN

What rules, where and when?

REGULATORY DIAGNOSIS

What opportunities and what legal risks?

ROADMAP

When and how to design an influence programme?

LEGAL STRUCTURING



GIDE'S FULL-SERVICE OFFER

- Business law
- Compliance
- Personal data protection
- Intellectual property
- Taxation
- Disputes



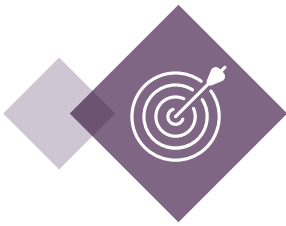
STRATEGY BUILDING

To develop NEW BUSINESS OPPORTUNITIES

Digital transformation creates a plethora of opportunities. But just like any change, it requires specific attention to the risks and regulatory developments it can generate. It also involves choosing the technology(ies) that will be the most suited to the growth and visibility of a company in an increasingly globalised market.

Identifying, analysing, and qualifying usages for your business sector is essential to ensure your business models are sustainable.

Gide 255 advises you in designing a digital strategy tailored to meet your growth needs, as early as the downstream stages of your digital developments. ◆



YOUR NEEDS

TO COMPLY WITH A
**TAILORED REGULATORY
MECHANISM**

**TO ROLL OUT YOUR
PROJECTS** IN EUROPE
AND FURTHER AFIELD

**TO BOOST THE
COMPETITIVENESS
OF YOUR ACTIVITIES** TO
FACE EMERGING PLAYERS

TO DESIGN A ROADMAP
OF TECHNOLOGICAL
DEVELOPMENTS

**TO DEFINE THE IMPACT
OF TECHNOLOGICAL
CHOICES** ON REGULATED
ACTIVITIES

**TO ACQUIRE NEW
CLIENTS** AND **RETAIN
EXISTING ONES**

OUR SOLUTION

OUTLOOK

Understanding the challenges of advanced technologies, such as blockchain and crypto-assets, and the related business opportunities.

- ◆ Workshop (1/2 day): identifying market trends for your sector
- ◆ Exploratory workshops (full day): analysing a case study related to your project and business sector

BUSINESS DEVELOPMENT

Identifying the advantages and risks of digital transformations in relation to the regulatory opportunities identified.

- ◆ SWOT analysis
- ◆ RISK analysis
- ◆ SCENARIO analysis

STRATEGY ADVICE

Suggesting action drivers.

- ◆ Designing strategic recommendations
- ◆ Steering your activity development



ADVOCACY

***To decipher
and influence***

**YOUR REGULATORY
ENVIRONMENT**

Where technological innovations can contribute to redefining the current legal framework, it is vital that the actors concerned become involved in the development of new applicable rules. With this in mind, Gide 255 works with its clients to design a regulatory context that is both suited to their innovations and enables their sustainable development.

Drawing on its experience with various regulatory bodies, the Gide 255 team is on hand to assist its clients in their discussions and work with the various competent authorities in France, Europe and further abroad. ♦



YOUR NEEDS

**TO ANTICIPATE THE
NEW RULES** APPLICABLE
TO INNOVATIVE
ACTIVITIES

**TO WORK ON
REGULATORY
AND LEGISLATIVE
DEVELOPMENTS**

**TO DEVELOP YOUR
CROSS-BORDER
ACTIVITIES** WITHIN THE
EU AND FURTHER AFIELD

OUR SOLUTION

REGULATORY SCAN

WHAT RULES, WHERE AND WHEN?

Identifying, analysing, and comparing current and future regulatory issues that impact your sector and your business.

- ◆ Regulatory scan
- ◆ Benchmarks
- ◆ Legal analysis memos

REGULATORY DIAGNOSIS

MAPPING REGULATORY RISKS AND OPPORTUNITIES

Drawing up a bespoke regulatory diagnosis to aid you in your strategic decision-making.

- ◆ Assessment
- ◆ Target
- ◆ Identification

INFLUENCE ROADMAP

INFLUENCE STRATEGY

Designing your influence strategy with public authorities and imposing your reference position.

- ◆ Mapping of sector players
- ◆ Speaking at events
- ◆ Drafting position papers
- ◆ Meeting with institutional players



LEGAL STRUCTURING

To support

YOUR **LEGAL STRUCTURING** AND
SECURE YOUR ACTIVITIES IN FRANCE,
EUROPE, AND FURTHER AFIELD

The development of digital projects, in particular those related to blockchain, crypto-assets and artificial intelligence, requires that the current legal framework be adhered to and that future regulatory changes be anticipated. Innovation demands analyses of current and future law. Legal protection thus makes it possible to create a safe climate for innovative players, which is vital for their development projects.

Our Gide 255 team works every day with all Gide lawyers, drawing on their expertise in business law to assist you in concrete terms on such matters, regardless of your geographical location and advisory requirements. ♦



YOUR NEEDS

**TO UNDERSTAND
THE IMPACT OF
BLOCKCHAIN ON
REGULATED ACTIVITIES**

TO UNDERSTAND **INITIAL
COIN OFFERINGS** AND
THEIR LEGAL STANDING

**TO UNDERSTAND
THE USES OF SMART
CONTRACTS** AND THEIR
LEGAL IMPLICATIONS

**TO UNDERSTAND THE
LEGAL MECHANISMS
IN PLACE TO PROTECT
COIN INVESTORS AND/
OR USERS**

TO UNDERSTAND
THE PRINCIPLE OF
TERRITORIALITY
ON DECENTRALISED
MECHANISMS

TO UNDERSTAND
THE **PROCESSING OF
PERSONAL DATA** AND THE
APPLICATION OF GDPR*

OUR SOLUTION

LEGAL ADVICE

- ◆ Corporate law
- ◆ Mergers & Acquisitions
- ◆ Financial services
- ◆ Distribution & Competition
- ◆ Compliance & Know Your Client (KYC)
- ◆ Personal data protection
- ◆ Intellectual property protection
- ◆ Taxation

REGULATORY

- ◆ Analysis of the applicable regulations
- ◆ Support in your negotiations with financial regulators in France (AMF, ACPR) and abroad
- ◆ Preparation of approval submissions

DISPUTE RESOLUTION

- ◆ Liability analysis
- ◆ Risk analysis

*The European regulation No. 2016/679, called the General Data Protection Regulation

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