

9 November 2020

Keystone Law Group plc
('Keystone' or the 'Company')

Keystone wins major industry award

Keystone Law (AIM:KEYS), the fast growing, UK Top 100, challenger law firm, is pleased to announce that it has been awarded the ultimate accolade at the prestigious 'The Lawyer Awards 2020' by being named 'Law Firm of the Year'.

James Knight, CEO of Keystone, said: "We are absolutely delighted to win this award. 'Law Firm of the Year' is the most prestigious award granted in the legal community and we could not be happier than to follow on from Clifford Chance who were last year's winners. This industry recognition clearly demonstrates the strength of the Keystone brand and the quality of our firm."

- Ends -

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Notes to editors

Keystone Law is a UK Top 100, fast growing, profitable and cash generative challenger law firm which was recently awarded the ultimate accolade at the prestigious 'The Lawyer Awards 2020' by being named 'Law Firm of the Year'. Established in 2002, Keystone is one of the first platform models disrupting the traditional law firms operating within the legal services mid-market. Keystone's model permits rapid scalability, enabling the Group to increase the number of revenue generating lawyers more quickly than the traditional model.

As a full service law firm, Keystone delivers conventional legal services across more than 20 service areas and over 50 industry sectors to a client base comprising predominantly of SMEs and private individuals. These services are delivered by over 345 experienced self-employed lawyers who work from their own offices; with no fixed remuneration their fees are calculated with direct reference to

the income they generate for the Group. The lawyers are fully supported by the Group's central office team of approximately 45 employees, and are therefore able to focus entirely on business development and the delivery of legal work.

With the head office located in the heart of London's legal district on Chancery Lane, the Group uses its bespoke proprietary software platform to enable Keystone's lawyers to interact with the central office team and each other in an easy and efficient manner, whilst extensive networking and social events engender a strong sense of belonging to the Keystone family. The platform also drives interaction, co-operation and a strong corporate culture across the business.

Keystone joined the AIM market of the London Stock Exchange in November 2017, raising £15 million, under the ticker KEYS. More information can be found at: www.keystonelaw.co.uk/