



Overview of Anika Legal



Thank you for taking the time to learn more about us

We are incredibly passionate about achieving a world where everyone can access justice. And we couldn't be more proud of the smart, compassionate people that work with us to reduce social inequality.

Our impact is only possible because of the combined efforts of our stakeholders – our team members, clients, students, universities and trusted partners. And we're here to answer any questions you have!

We hope you enjoy learning about Anika Legal.



Noel Lim

Chief Executive Officer
Anika Legal

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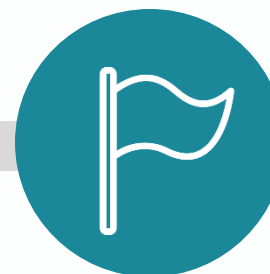
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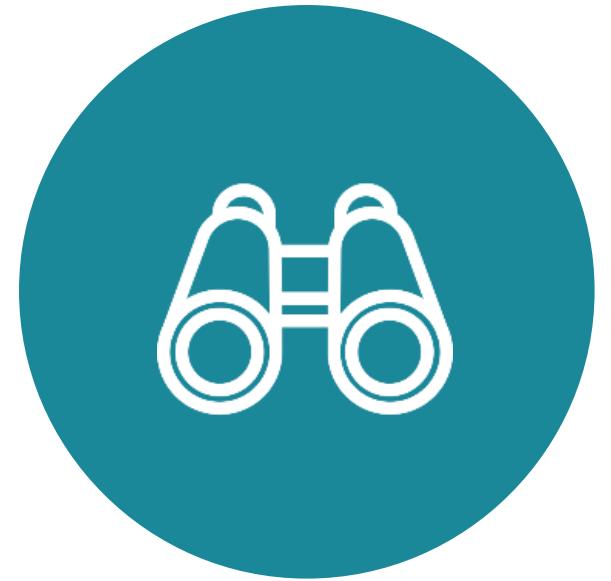


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01 The Problem

The community needs we are seeking to address



There are two problems...



The **community can't get the legal help it needs**

Every year, over **half a million** Australians need legal help to protect themselves, but they can't afford to pay for it



****Law students** can't get the practical experience they need**

Every year, **thousands** of law students want to get practical experience in the legal industry, but there aren't enough opportunities available

Our solution is an online platform that provides...



Free legal advice to **clients**

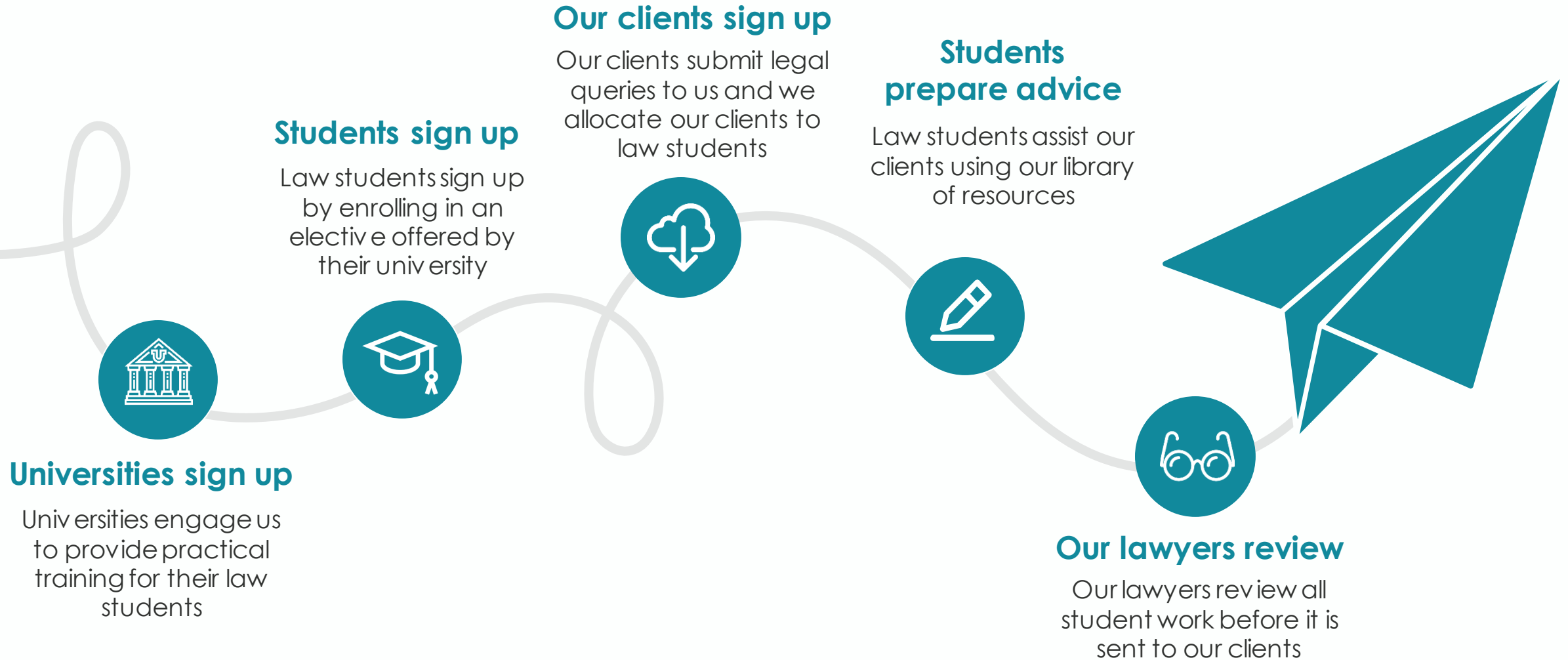
Our clients get free online legal advice, presented in a way that is easy to understand



Practical experience to **law students**

Law students get practical legal experience by helping our clients

It works by connecting the people who need help with the people who want to help



02 Our strategy

Our vision, mission and strategic pillars





Our vision

Why we exist

We envision a world where
everyone can access justice



Our mission

What we do

We provide legal assistance to those who can't access it
through practical legal training and trusted partnerships



Our strategy

How we deliver value

Clients

We provide our clients with a legal service that's **easy-to-use**, **lightning-fast**, and with a **real human** every step of the way

Students

We provide law students with **practical training** opportunities that are **meaningful**, **flexible** and **future-focused**

Universities

We enable universities to offer **practical legal training** to their students, with an emphasis on **technology**

Partners

We allow our trusted partners to deliver **positive social impact** by supporting **innovative and effective solutions**

03 Our values

The beliefs and behaviours that inspire us



Our culture is important to us, and it's built on our four key values



Integrity

- Be honest and patient
- Do the right thing, even when it is hard
- Speak up if you make a mistake – nobody is perfect!



Compassion

- Treat others with kindness
- Listen to others and respect their opinion
- Help others when they are in need



Curiosity

- Embrace innovation and new ideas
- Challenge the way things are done
- Keep asking questions



Courage

- Be fearless in the pursuit of justice
- Don't be afraid to say what you think
- Take risks and step outside your comfort zone

04 Our leadership

The passionate people driving our growth



Meet our leaders

Noel Lim

Chief Executive Officer



- Noel drives the direction of our organisation and ensures that each portfolio is successfully managed
- Noel has a background in education technology and social impact organisations

Kate Robinson

Head of User



- Kate leads our User Portfolio, which ensures that Anika's marketing and services are user-focused
- Kate is also a Digital producer at Conversion Digital and has extensive marketing and project management experience

Dan Poole

Head of Finance



- Dan leads our Finance portfolio, ensuring Anika has the money it needs to maximise our impact
- Dan is also a pro-bono lawyer at Hall & Wilcox and Co-founder of Society Melbourne

Meet our leaders

Cameron Horn
Principal Lawyer



- Cameron is our Principal Lawyer and is responsible for issuing our legal advices
- Cameron was previously the Principal Solicitor of Tenants Victoria and a Legal Counsel at Victoria Legal Aid

Gwilym Temple
Head of Operations



- Gwilym leads our Operations portfolio, which keeps the engine of our legal practice running
- Gwilym has experience in workforce management, analysis and process optimisation at Uber

Jess Nashed
Head of Product



- Jess leads our Product portfolio which builds the processes and materials used by our clients and students
- Jess is a law graduate at Herbert Smith Freehills

Meet our leaders

Michael Choong
Head of Strategy



- Michael leads our Strategy portfolio, which keeps us focused on success
- Michael is a Strategy & Commercial Manager at Coles Group

George Hamilton
Head of People & Culture



- George leads our People & Culture portfolio, which supports Anika's functions to build aligned, effective and engaged teams
- George is a Senior Analyst (Strategy) at Coles Group

Matthew Segal
Head of Technology



- Matt leads our Technology portfolio, which improves our technical infrastructure
- Matt is a full-stack software developer with experience in eCommerce, fin-tech and online media

05 Our advisory board

The industry experts supporting our growth



Meet our advisory panel members

Jane Prior

General Manager at WT Partnership



- Jane has significant leadership and management experience in higher education and operations across strategy, marketing, IT, HR and finance.
- Jane also serves as a non-executive director in the not-for-profit sector

Brendan Lacota

Head of Community Programs at Justice Connect



- Brendan is a leader in designing innovative ways to provide community legal services
- Brendan is the 2021 President Elect of the Law Institute of Victoria and has been a member of the LIV Council since January 2017

Clyde Fernandez

Regional VP at Salesforce



- Clyde is a career technologist who has worked in many sectors in Australia, Asia & the UK.
- Clyde likes to share his perspectives on "The future of the work", "How to succeed in a constantly growing VUCA world" and "Why Equity & Ethics matter, now more than ever".

Thank you for learning about us

Time is precious in today's society, and we really appreciate you taking the time to learn more about us.

We can't wait to learn more about you!

