



# MSI Update with AMQ results

Andrew Leck, MSI Global Alliance

*Independent legal & accounting firms*

# Areas of focus

## Looking back and looking forward

- Growth
- Member collaboration
- MSI structure
- 2024 AMQ feedback
- Strategy to 2030

# Growth in 2024 & 2025: **New members**

## 2024

- **Anjarwalla Collins & Haidermota**, Dubai, UAE, (Law)
- **Baraona Marshall**, Chile (Law)
- **Bauman Associates**, Wisconsin, USA (Acc)
- **Carson Fox Legal**, Auckl., New Zealand (Law)
- **CityLinkers**, Hong Kong (Acc)
- **Gould & Ratner**, Chicago, USA (Law)
- **Heimann.Law**, Munich, Germany (Law)
- **K.B. Chau & Co.**, Hong Kong (Law)
- **LLGV Inc.**, Johannesburg, South Africa (Law)
- **PE Partners**, Uganda (Acc)
- **Roxburgh Milkins**, Bristol UK (Law)
- **Rusing Lopez Lizardi**, Phoenix, USA (Law)
- **SOH**, Essen, Germany (Law)
- **SIBIZ Business Services**, Slovenia (Acc)

## 2025

- **Octopus Internat. Business Services**, Gibraltar (Acc)
- **Consultax**, Tanzania (Acc)

# Regional focus



## Supporting the diverse needs of each market and region

- Another year with a net gain of members
- Introductions by member firms
- Record numbers at conferences
- Growth in number of local meetings
- Member driven initiatives
  - Empowering women in business
  - Emerging leaders
- MSI Month: Successful September



# MSI structure



*Independent legal & accounting firms*

# The MSI Board of Directors



**Andreas Boch**

Director, **ADKL Group**



**Tobias Polka**

Director, **ADKL Group**



**Marc Sarburg**

Director, **ADKL Group**



**Mark Allwood**

Director, **HaysMac**



**Jeremy Beard**

Director, **HaysMac**



**Melanie Pittas**

Director, **HaysMac**

## The role of the MSI board

- Strategy development
- Operational oversight
- Member engagement

# The MSI Secretariat



**Andrew Leck**  
Chief Executive



**Matthew Gimlette**  
Director of Member  
Development - EMEA



**Susan Greene**  
Director of Member  
Relations - Americas



**Pauline Javani**  
Director of Member  
Development - APAC



**Pauline Rottstock**  
Head of Marketing

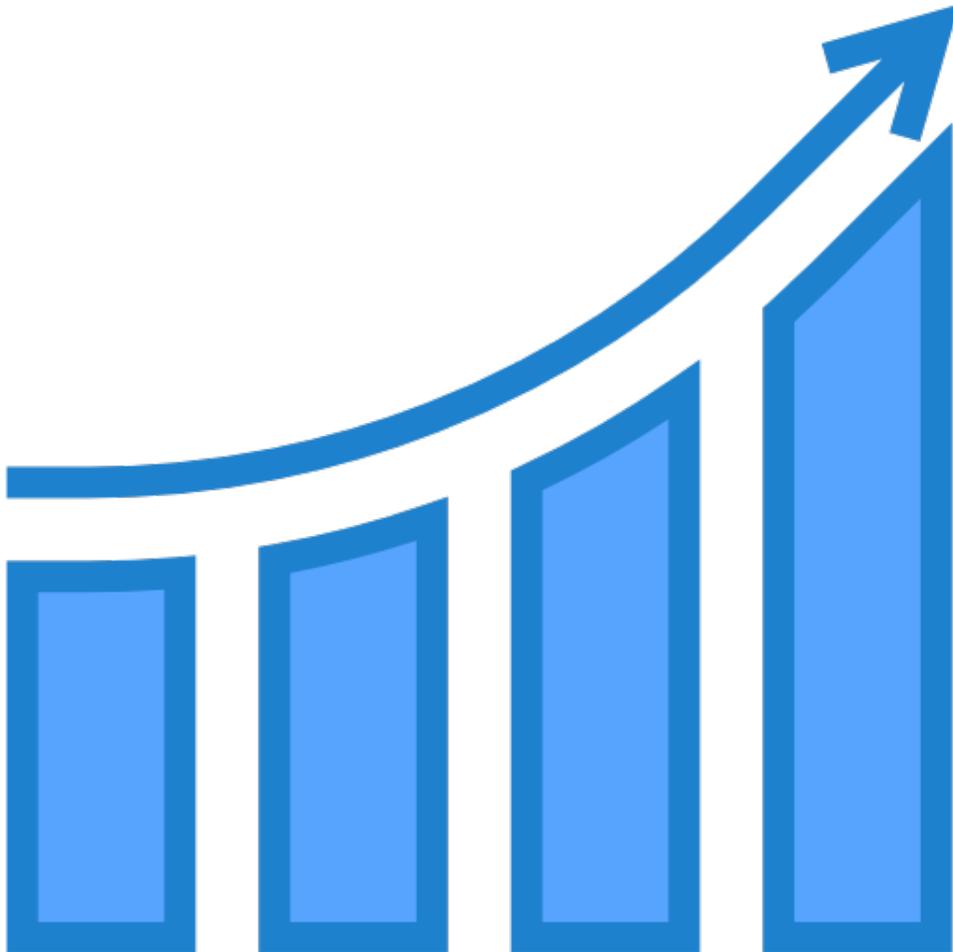


**Francesca Di Mattia**  
Events Manager

## The role of the MSI Secretariat

- Dedicated support team for members
- Providing a platform for knowledge sharing
- Referral assistance and introductions
- Marketing support and resources to promote your global reach
- Information updates through newsletters and social media

# MSI by numbers: AMQ 2024



**Record member fee income**

**US\$ 2.03bn fee income**

up by 8.91 % from 2023

**17,300 + professionals**

worldwide across 254 firms

# MSI firm growth: AMQ 2024



## Sources of growth in 2024

**85%** New clients

**39%** Existing clients spending more

**37%** Increase in firms' charge out rates

**26%** Cross-selling & New service lines

# Funding: AMQ 2024

## Future funding strategies of firms

**59%** of firms want to remain independent



**16%** plan an acquisition within 3 years

**14%** consider merging within 3 years

**13%** made an acquisition in the past 5 years

**5%** merged in the past 5 years

**3%** are exploring PE investment within 3 years

**2%** have secured PE or a private investor

# Referral tracking: AMQ 2024



**48% track via  
colleague feedback**



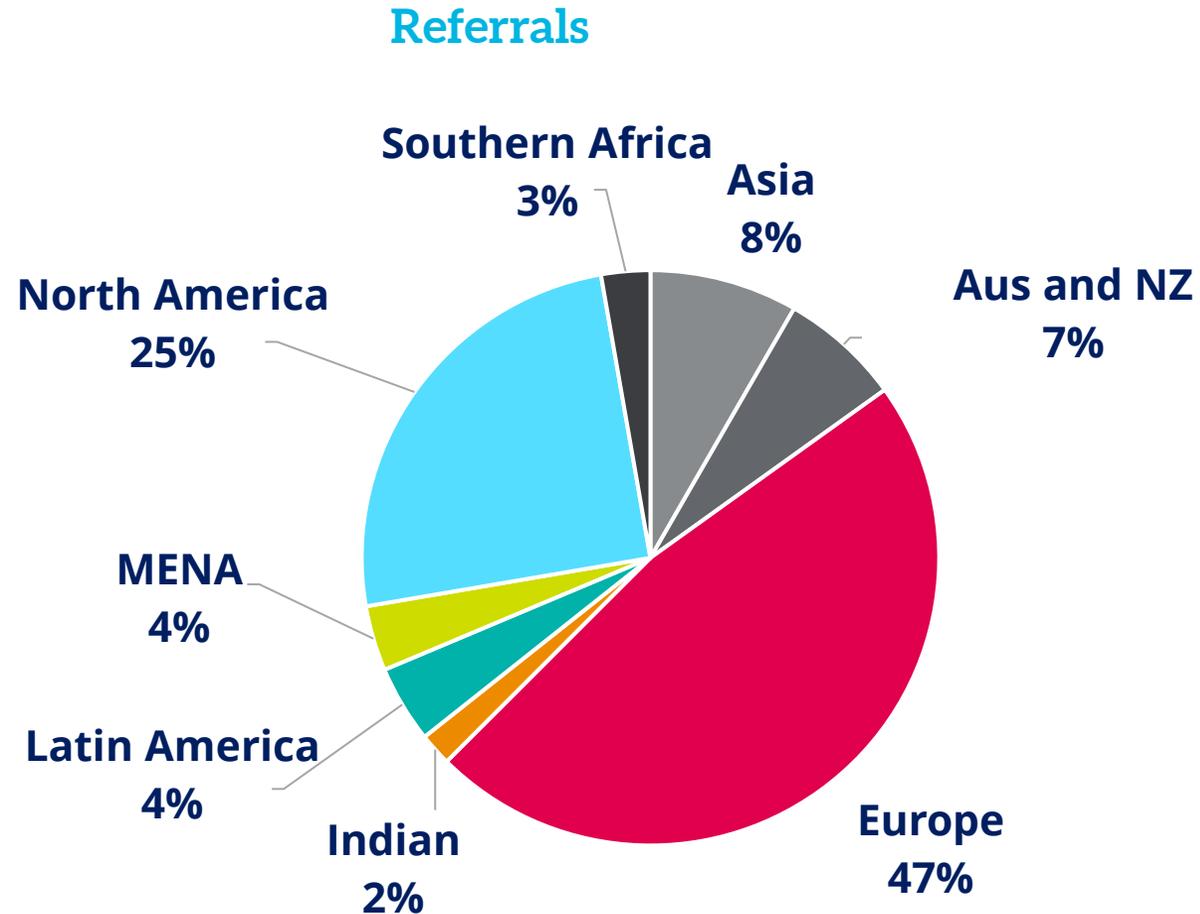
**33% use formal  
tracking**



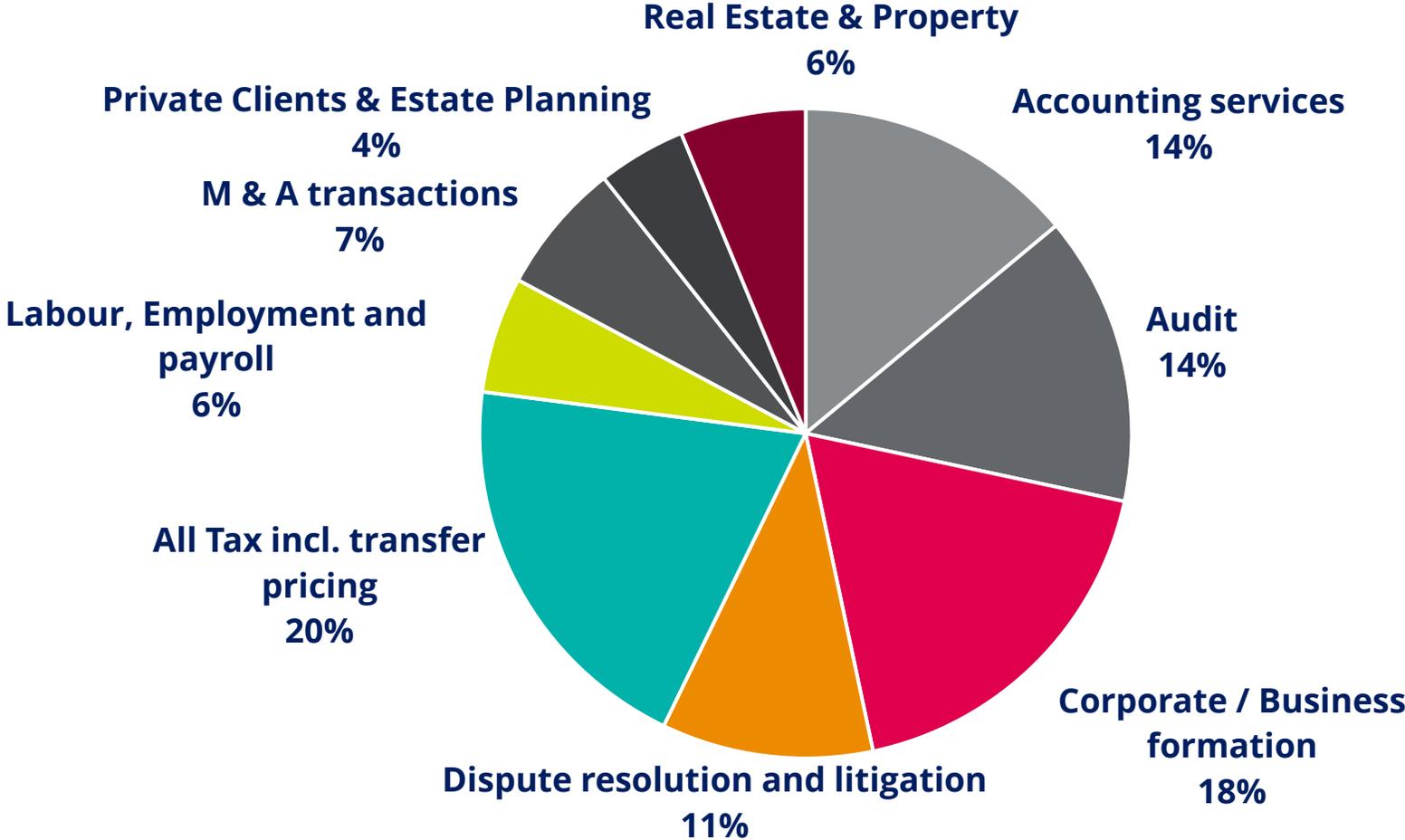
**19% don't track  
referrals**

# Referrals by region: AMQ 2024

> Deep dive into referrals, more detailed reporting



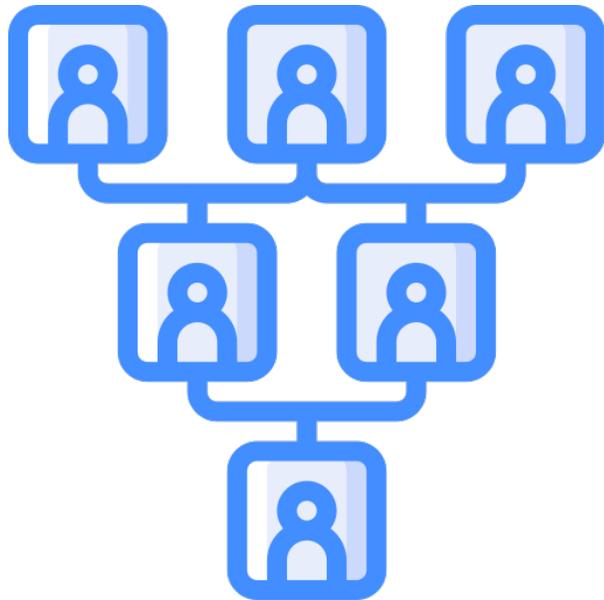
# Type of referrals: AMQ 2024



# Referrals & Conference attendance: AMQ 2024

**More attendance = More referrals**

Regular attendance boosts networking, visibility & trust



**82%** of firms received referrals based on their attendance at conferences

**96%** of firms that attended a conference every year for the last five years received referrals

# Feedback on MSI: AMQ 2024

Feedback is largely positive, especially in key areas like networking and referrals.

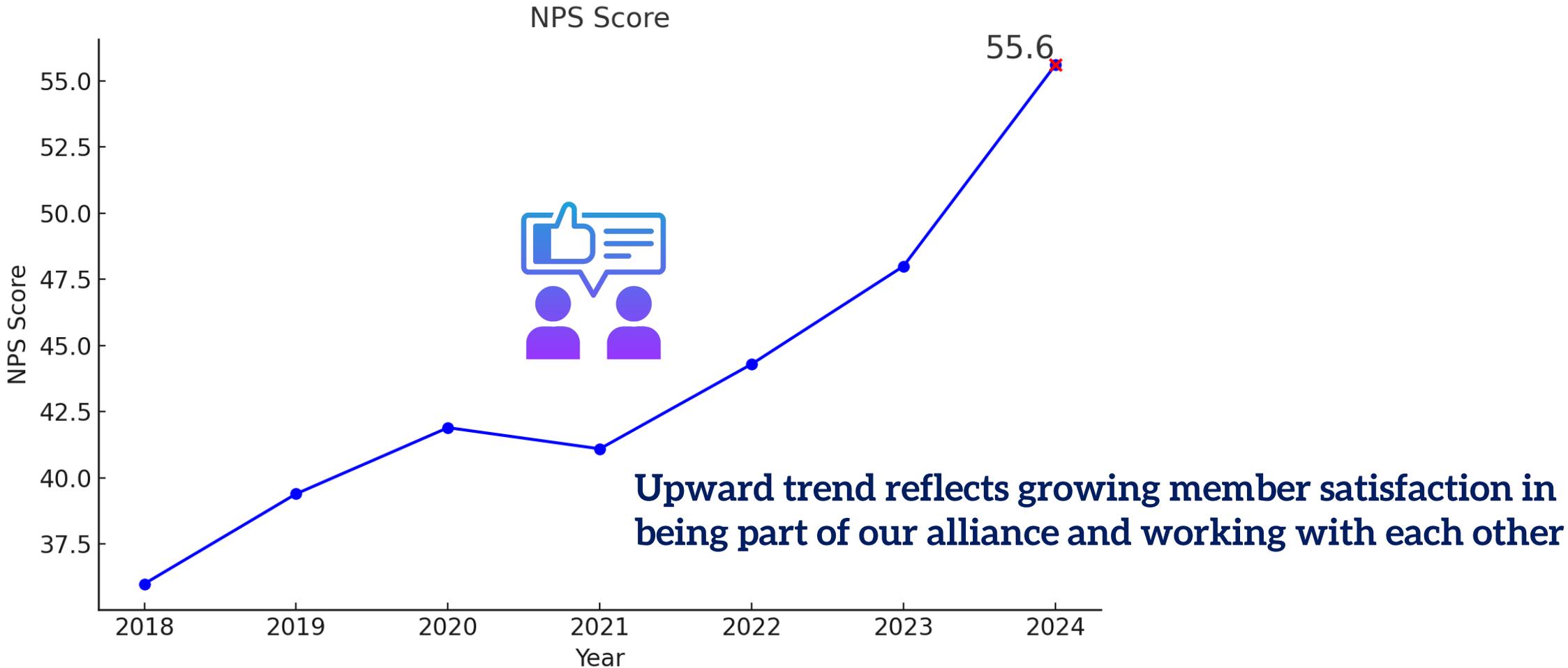
**Positive:** Geographical coverage, networking, global reach, referrals, and knowledge sharing.

**Improvement areas:** Service quality and responsiveness



# Member satisfaction: AMQ 2024

**MSI's Net Promoter Score (NPS) shows a steady rise in member satisfaction over the years**



# MSI Regional & International Conferences

## 2025



### MSI EMEA Regional Conference

Vienna, Austria

15<sup>th</sup> – 17<sup>th</sup> May



### MSI International Conference

Vancouver, Canada

26<sup>th</sup> – 28<sup>th</sup> October

*\* dates/events may be subject to change – please check <https://www.msiglobal.org/events/event-calendar.html> for latest updates*

# MSI in 2025

## Transitioning into a new phase

- Targeting priority growth markets
- Encouraging more formal and informal member collaboration
- Keeping a high level of engagement
- Introduction of new CEO
- Discussion around strategy to 2030