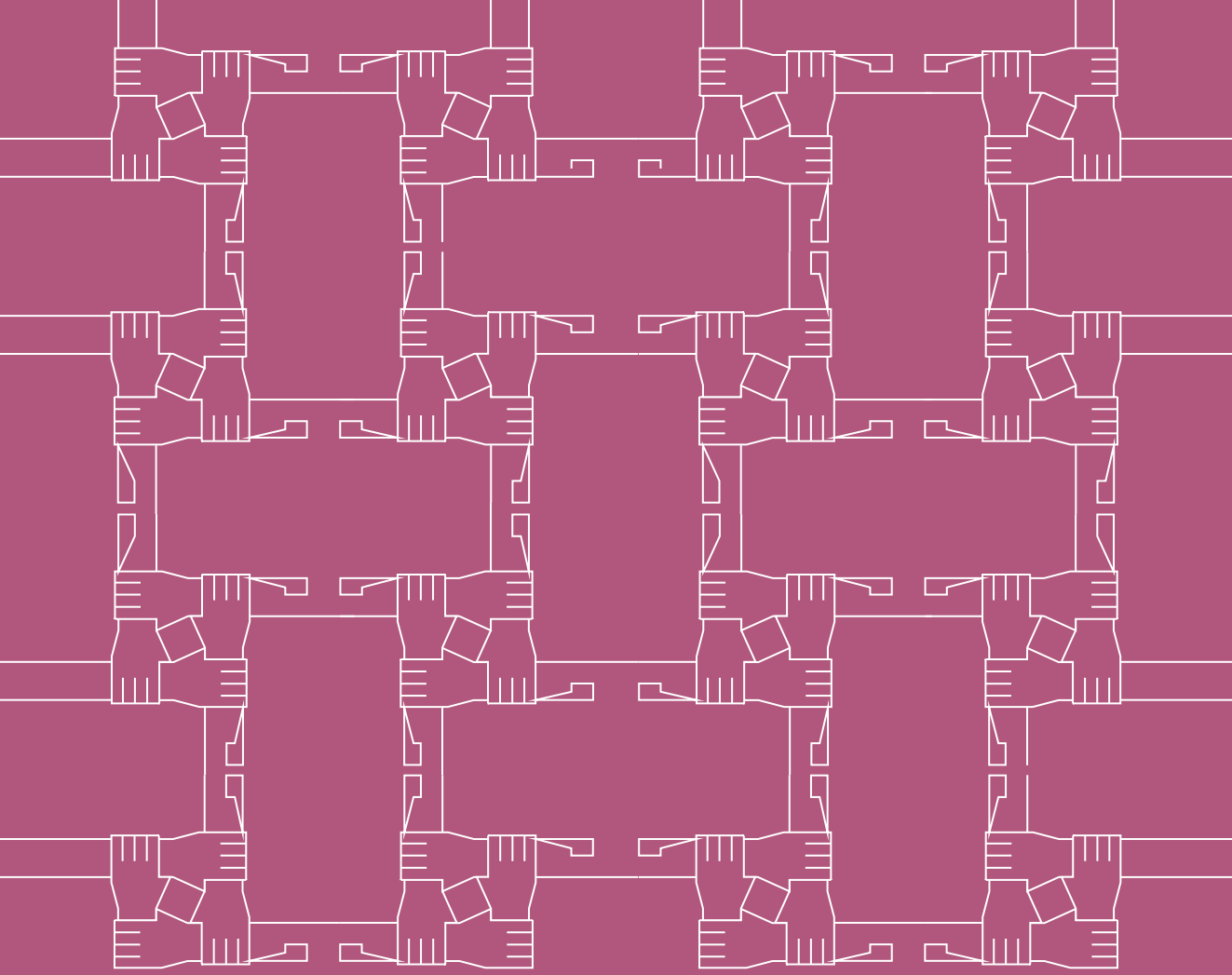

ÆQUITAS

BUSINESS LAW

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business law

A major part of AEQUITAS day-to-day practice is comprised of services relating to legal support of the clients' business. The firm possesses versatile experience in this segment — from drafting of contracts to due diligence of companies.

The type of services enjoying constant and popular demand is applying with competent authorities for various permitting documents and approvals, without which certain business activities are impossible in Kazakhstan. The firm has a vast practice of obtaining transaction approvals from the Kazakhstan antimonopoly agencies, applying for the state's waiver of alienated subsoil use rights acquisition, obtaining currency operation permitting documents from the National Bank of the Republic of Kazakhstan, etc.

AEQUITAS lawyers regularly advise on licensing legislation matters and provide services that involve filing license applications with competent authorities.

Of late, AEQUITAS has been largely advising on matters relating to the application of the Eurasian Economic Union (EAEU) supranational legislations.

The firm's lawyers are ready to assist in the preparation of tender documents and provide related advice to customers intending to participate in public procurement or procurement for national companies.

services

Legal support of the contract execution process, including drafting of contracts, local law compliance review of draft contracts, adjustment of contract provisions subject to the balance of the parties' interests, participation in negotiations between the parties to contracts; arrangements for contract notarization/registration with the authorized agencies.

Advice regarding securing of obligations, liability for failure to perform/improper performance of obligations, and termination of contractual relations.

Intellectual property law advice, including copyright compliance and protection, and neighboring rights and rights to undisclosed information.

Drafting of comprehensive legal regulation reviews for separate practice areas (Doing Business, investor guide for implementation of renewable energy source projects in Kazakhstan, overview "Antitrust Regulation in Kazakhstan", etc.).

Advice and development of recommendations regarding compliance with the local legislation governing commercial activities (antimonopoly, currency, consumer protection, advertising, etc.).

Client representation in business reputation disputes.

Advice on participation in public procurement and procurement for national companies, assistance in tender documents preparation.

Advice regarding the issues of registration and record-keeping of freight rolling stock in Kazakhstan.

Legal support with obtainment of a license to provide services in the atomic energy use area.

Advice on the issues of obtainment of permitting documents required to import the cryptographic information protection means into the Kazakhstan territory.

Opening of bank and escrow accounts for different clients, both residents and non-residents.

Drafting of information memoranda concerning amendments to the current legislation of Kazakhstan.

Company registration and obtainment of a license to carry out microfinance activities.

Providing support for real estate transactions, including registration with an authorized agency. Verification of title documents for real estate.

Regular due diligence of target companies, sanctions screening and other types of system search based on different parameters.

most representative projects

Advising Marks and Spencer, one of the largest international retail companies; KFC, a chain restaurant; Li Auto, a major car manufacturer; and Pomelatto, GUCCI, Burberry, Wendy's, G-Star Raw C.V., Superdry on different issues of franchising, including related issues of supplying goods, intellectual property rights and their protection, licensing requirements, including due diligence of a franchisee (local company).

Regular consultations for Siemens and General Electric on various issues of legal regulation of business activities, dispute resolution with counterparties, preparation of internal company regulations related to operations in Kazakhstan, as well as advice in connection with the obtainment of a license for activities in the field of nuclear energy use.

Regular advice to the leading world producers of foodstuff on different issues of the Kazakhstan legislation regulating business activities, including the issues of certification and marking of products, allowed additives to foodstuff and animal feeding stuff, conducting of promotional events, etc.

Regular advice to Johnson & Johnson and a number of other world manufacturers of pharmaceuticals and medical products on different issues of legal regulation of business activities, application of antitrust legislation to distribution relations, including on the issues of import, parallel import and customs clearance or goods.

Comprehensive support to METRO Cash & Carry with setting up of business in Kazakhstan, including due diligence of rights to land plots acquired by the company for the construction of shopping centers across Kazakhstan; global analysis of legal regulation of trading activities in Kazakhstan, which covered all nuances from the issues of entering into contracts with suppliers and distributors up to the issues of licensing of import of certain products; adaptation of corporate policies and templates of various contracts required to carry out the company's activities.

Regular advice to a local LLP being a member of a group of company holding and managing assets in the sphere of logistics and distribution of everyday goods (tobacco, beer and soft drinks, grocery products, contraceptives, energy drinks, etc.) on different issues of doing business in Kazakhstan, including regulatory issues of circulation of tobacco products, taxation, price formation, and advertising; analysis and drafting of model distribution and marketing agreements, supply contracts.

Advising Edinburgh Business School, Heriot-Watt University, UK, and Nazarbayev University on different issues of legal regulation of educational activities in the Republic of Kazakhstan, including selection of a potential corporate form of presence; requirements to licensing and accreditation; taxation; labor issues with respect to hiring of employees, and execution of relations with students.

Advising the companies active in the field of multilevel marketing (Oriflame, AVON, AmWay, Faberlic, Herbalife) on different issues of regulation of trading activities, including on the Internet platforms; placement of visual information in the Kazakh language, etc.

most representative projects

Advising Hewlett-Packard, Pepeliaev Group, Schlumberger, General Electric, Johnson & Johnson, and others on different issues of public procurement and procurement under the rules of NWF Samruk-Kazyna, including the issues of specifics of conducting tenders in different spheres, participation in tenders organized by consortiums and affiliated companies, participation in procurement of goods produced in the territories of the EAEU member states, issues of financial leasing, and drafting of agreements for a strategic investment project (financial leasing agreement, bank guarantee agreement, equipment buyback agreement, etc.).

Advising Dr. Theiss, a major pharmaceutical company, with respect to potential models of interaction between its head office and Kazakhstan and Russian subsidiaries when supplying goods, including analysis from the viewpoint of risks of sanctions, civil, banking, currency regulation and law-application practices existing in Kazakhstan and relating to the interaction patterns in question.

Advising Polpharma with respect to its subsidiary in Kazakhstan in connection with contemplated expansion of activities in Kazakhstan and necessity to relocate foreign personnel to Kazakhstan on potential options of executing the presence of foreign labor, including drafting a general overview of statutory regulation in Kazakhstan for the company to be able to make a business decision; evaluation of each option as to pros and cons from the viewpoint of corporate, tax, labor legislation; preparation of recommendations on how to select the optimum option with a view to the company's interests.

Drafting an overview of the Kazakhstan and the EAEU legislation and law-application practice in Kazakhstan on the issues of parallel import of different categories of goods, including transport vehicles, as well as analysis of the issue of applying the principle of exhaustion of exclusive rights to a trademark; advising on the issues of legislation of the Republic of Kazakhstan on the language of advertising materials and liability for violating such requirements, including with a view to the latest legislation amendments in this sphere in the context of the language of advertising and online platform advertising.

Comprehensive advice to TotalEnergies Marketing Kazakhstan regarding the current issues of its activities, including on the issues of advertising, marking and labeling, marketing, antitrust regulation, labor relations, rights to intellectual property items, occupational; health and safety, procedure for granting leaves, procedure for changing the company CEO, drafting of relevant corporate resolutions, etc.; drafting of different contracts, including contract agreements, services agreements, supply contracts, international transportation agreements, lease agreements, loan agreements, marketing agreements, and distribution agreements.

Comprehensive advice to a pharmaceutical company with respect to a number of jurisdictions of the Central Asian region (together with partners from Georgia, Azerbaijan, Tajikistan, Uzbekistan, Belarus, etc.) on the issues of changing the form of offices to a coworking space and related legislation requirements in connection with the fact that the company intends to completely refuse from leasing the office and lease a "post office box" to receive correspondence; conducting of trainings on the key issues of the legislation on competition.

most representative projects

Advising a company producing sugar regarding the key tax obligations and risks in case of import, storage and sale of sugar by a non-resident in Kazakhstan from the standpoint of the applicable laws (including local regulatory legal acts and applicable international treaties), including drafting of comments on two scenarios of implementing the said business decision possible from the viewpoint of the company and drafting of other scenarios of effecting the transaction as a result of serious risks identified in the scenarios considered by the company, which are more favorable for the company from the viewpoint of mitigation of its tax and civil risks.

Comprehensive advice to TotalEnergies Marketing Kazakhstan regarding the current issues of its activities, including on the issues of advertising, marking and labeling, marketing, antitrust regulation, labor relations, rights to intellectual property items, occupational; health and safety, procedure for granting leaves, procedure for changing the company CEO, drafting of relevant corporate resolutions, etc.; drafting of different contracts, including contract agreements, services agreements, supply contracts, international transportation agreements, lease agreements, loan agreements, marketing agreements, and distribution agreements.

Advising a foreign company manufacturing paper on the issues of its inclusion in the Kazakhstan register of domestic manufacturers of goods in case of any exceptions from the national regime for the purpose of copy paper subject to the current legislation and contemplated revision of the rules of legislation relating to confirmation of the status of a Kazakhstan/domestic manufacturer.

Advising Alkor Kazakhstan Ltd., a private company registered in the AIFC, on the issues of returning perfume and beauty products and expert examination of quality, warranty periods applicable to this type of products from the standpoint of legislation on trading, technical regulation and consumer protection, allocation of costs for expert examination between a seller and a buyer, and drafting of a letter of response of the seller to the buyer's claim for the return of products and expert examination of quality of such products.

Drafting of a comprehensive review of legal regulation of activities in the sphere of manufacture and sale of spare car parts for EMEX.

Provision of services to Jones Lang LaSalle LLP in connection with obtainment of a license for activities in the sphere of architecture, town planning and construction.

Advising 3M regarding marking of products pursuant to the EU technical regulations, legislation on languages and other rules of the Kazakhstan trading legislation; on the issue of mandatory confirmation of the products conformity (in the form of certification or declaration, depending on the product type), without which products may not be released for circulation on the EAEU market, including in Kazakhstan.

Drafting of a legal opinion contained a detailed position and normative substantiation on the issue of obtainment of a certificate of origin in Kazakhstan with respect to goods of the Russian origin (carbon and graphite products) and determining the level of localization (i.e. required recycling process in Kazakhstan) required to obtain this certificate (subject to the markets for selling products contemplated by the client), and algorithm of ensuring conformity of origin, recommendations on the deep processing codes to cross the border with the EU and the USA, recommendations on the most relevant contracting (sale and purchase agreement or tolling agreement) to obtain a Kazakhstan certificate of origin of goods.

membership

ratings

"Exceptional research and practical background, extremely experienced team. The questions raised were covered in full, the consultants even went outside the scope and the direct questions and considered it as a complex matter, which allowed us to have a more complete opinion".

The Legal 500 2026

"AEQUITAS provides rigorous and professional advice in a short time".

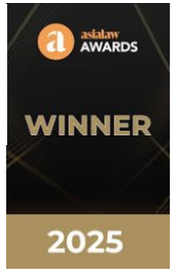
Chambers 2026

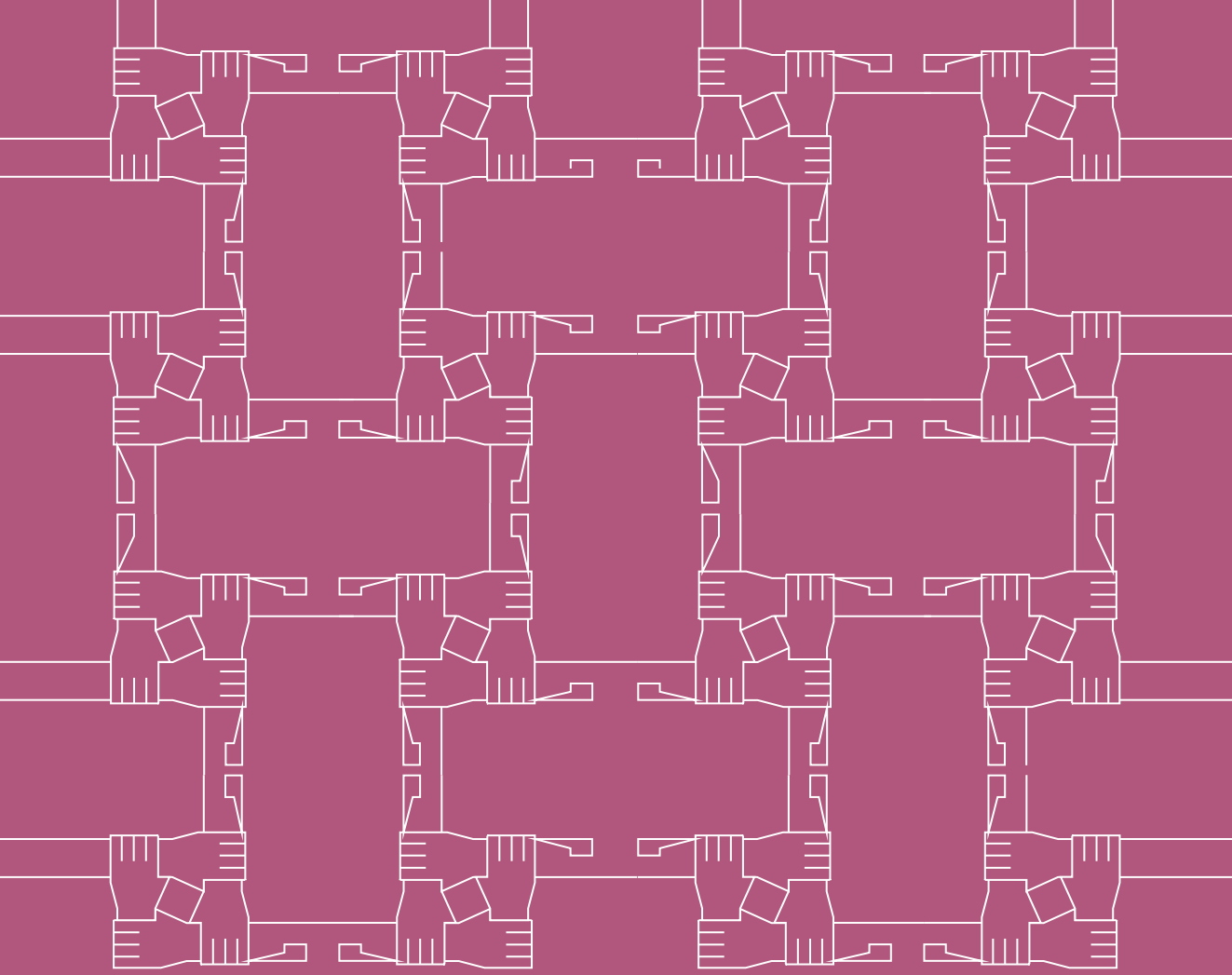
"AEQUITAS demonstrates a keen understanding of business needs and an ability to provide pragmatic legal advice aligned with commercial objectives".

Chambers 2025

"They are very commercial, have hands-on transactional experience, provide great client service and are generally very pleasant to deal with. The quality of advice is consistent and of very high standard – timely, accurate and commercial".

asialaw 2025





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