



SIMON REED

PARTNER

[Perth](#)
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Simon is head of corporate, Perth with expertise in M&A and capital markets.

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BACKGROUND

Simon holds a Bachelor of Laws (Honours) and a Bachelor of Economics from the University of Western Australia. Simon also holds a Graduate Diploma of Applied Finance and Investment (majoring in corporate finance) from the Financial Services Institute of Australasia (Finsia).

KEY SERVICES

[Equity Capital Markets](#)
[Mergers & Acquisitions](#)

KEY SECTORS

[Energy](#)
[Mining](#)

EXPERIENCE

Simon is head of corporate, Perth with expertise in M&A and capital markets. He works with clients on strategic corporate matters including public company takeovers, private M&A, equity capital fundraisings, reconstructions and demergers. His focus is on ensuring that transactions are structured to deliver the specific commercial objectives of his clients.

Simon has developed strong relationships with clients particularly in the resources, mining and power sectors. He also helps clients with their cross-border transactions in a range of jurisdictions. His good relationship with the various Australian corporate regulators affords transactions safer passage through the various approvals processes.

Simon was recognised for his entrepreneurship and commercial drive in 2012, receiving the 2012 WA Business News 40under40 Award. He was also selected by his peers for inclusion in the seventh and eighth editions of *Best Lawyers in Australia* in the practice areas of Corporate Law, Corporate/Governance Practice, Equity Capital Markets Law, Leveraged Buyouts and Mergers and Acquisition Law. Simon was named Best Lawyers' 2014 Perth Corporate Law 'Lawyer of the Year' and 2015 Perth Equity Capital Markets Law 'Lawyer of the Year'.

Simon initiated the publication of Herbert Smith Freehills' annual *Public Mergers & Acquisitions Report* on public transactions conducted by way of takeover or scheme of arrangement. The Report examines developments in M&A deal technology and provides insights into the structure and key terms of transactions.

Simon's experience includes advising:

- Singapore Power on the acquisition of Atlinta
- Orica on the acquisition of the Dyno Nobel Group's European, Asian and South American businesses and on the sale of its 70% interest in Incitec Pivot
- Prime Infrastructure on the sale of its AET&D assets including the WA Gas Network
- The WA Government on the sale of the Perth Market
- Cape Lambert on its acquisition of the CopperCo Group's assets