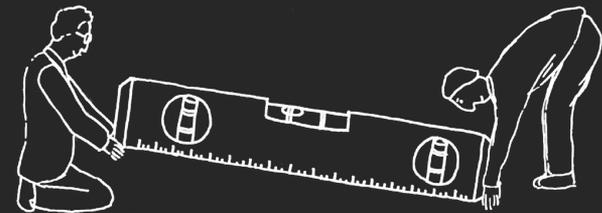


ceg

COMPETITION
DISPUTES
REGULATION

Asia-Pacific | Europe | North America

Competition Practice



CEG is a leading global economic consultancy that provides expert economic analysis in support of competition cases

CEG is amongst the top 20 competition economics consultancies according to Global Competition Review and its experts are consistently included in the GCR's and Expert Guide's list of recommended competition economists.

CEG brings together senior economic advisers with experience in leading competition and regulatory agencies, industry and academia. We rigorously apply economic theory and advanced quantitative techniques combined with industry knowledge to offer insightful and dependable advice. Our quantitative finance practice complements our economics expertise.

CEG economists prepare expert reports, provide input into client submissions, offer strategic advice and provide expert testimony and presentations before competition agencies, courts and arbitral tribunals across the globe.

In recent years, CEG economists have worked on important competition and regulatory cases across many industries. CEG won an award for its work on the case against Rio-Tinto / BHP transaction. We have also been involved in high-profile competition damages cases.

We have substantial experience of casework before the European Commission as well as national competition agencies across Europe, North America and Asia-Pacific.

Our offices span Europe, North America and Asia-Pacific. We pride ourselves on the ability to present the right arguments and data to agencies in a way they appreciate, using our extensive knowledge of the markets and the jurisdictions in which we work.

ANTITRUST / COMPETITION

CEG economists have substantial experience of applying economics to Article 101 and 102 cases (and their national equivalents) before the European Commission, national authorities and courts.

CEG has advised on major cartel and restrictive agreement investigations brought by competition agencies.

CEG also applies economic theory and empirical techniques, to determine whether firms have substantial market power, and whether there is an abuse of market position.

MERGERS

CEG economists have provided economic analysis essential to clearing high-profile merger cases.

We advance economic theory and economic and simulation techniques to address market definition and competitive effects issues as well as the quantification of efficiencies.

Our experts have presented analysis before competition authorities, arbitration tribunals and courts.

MARKET INVESTIGATIONS

CEG has extensive experience in helping firms formulate economic arguments and evidence in market investigations, conducted by national competition authorities around the world.

We have particular experience in network industries such as banking and financial services, energy, media, transport and telecoms, where we have represented many of the largest companies in their markets.

DAMAGES

CEG has been in the forefront of economic consultancies advising on private actions against those in breach of competition law in Europe, including cases involving intellectual property, equity and commercial damages.

CEG applies economic and financial analysis to assess both the question of liability as well as estimating the quantum of damages incurred. Our analysis has been presented to competition authorities and courts, and we participate in settlement meetings.

STATE AID

CEG economists have extensive experience in applying economic and financial analysis to help public and private sector clients in Article 107 cases.

For ex ante assessment of planned aid measures, provide economic advice on its design so that it does not constitute State aid and does not require notification. In notification procedures, we conduct economic analysis for compatibility assessments.

In investigations of aid measures already in place or for ex post assessments, we prepare persuasive supporting economic analysis on compatibility.

Antitrust / Competition

REPRESENTATIVE ENGAGEMENTS

- Advice on Leaseplan long term car rental Italy – no infringement decision after a 2-year investigation
- Analysis of a possible margin squeeze relating to triple-play fibre services supplied in a European market
- Expert economic report for a directory enquiry service provider in relation to an abuse of dominance by a mobile network operator
- Clearance of cartel allegations against Colgate Palmolive in the Netherlands
- Economic advice to UPS in freight forwarding cartel before the European Commission
- Economic advice to defendant in air cargo cartel before the European Commission
- Economic advice on rebate scheme for Belgian “dominant” company
- Report for GSMA on resetting competition policy for the digital ecosystem
- Economic advice to a main cement producer in Italy in an exchange of information case before the Italian Competition Authority and the Court of Appeal in Italy
- Economic advice to defendant in car parts cartel case before the European Commission
- Article 102 case assistance to Sea Aeroporti di Milano before the Italian Competition Authority and the Court of Appeal in Italy (alleged foreclosure of Cedacor – Corporation America)
- Article 101 case assistance to Linde before the Italian Competition Authority in relation to alleged misconduct in tenders for home care therapy and medical gas provision
- Article 101 case assistance to the Argenta Group before the Italian Competition Authority and in the Italian Court of Appeal in an alleged cartelisation of the vending sector
- Petrol price information sharing proceedings brought by the ACCC against Informed Sources and BP Australia, Caltex, Woolworths and 7-Eleven

Mergers

REPRESENTATIVE ENGAGEMENTS

- UPC / Vodafone for a complainant in the Netherlands
- Wind / Tre for a third party in Italy
- Douglas / Limoni La Gardenia for a third party in Italy
- Economic advice to Tecsis regarding the Phase I GE / LM wind power transaction
- Support for Murata in clearing its acquisition of Sony's battery business before the Chinese Ministry of Commerce
- Economic advice to grocery retailer in pre-notification merger due diligence
- Advice to a mobile operator on the competitive effects of mergers in the Dutch telecoms sector
- KPN / Reggefiber for Vodafone in the Netherlands
- BHP / Rio Tinto for a Japanese complainant: in-depth investigation in Australia and Europe leading to withdrawal of transaction
- The potential acquisition of British Energy for one of the world's leading electricity utilities
- Advice to the ACCC on Foxtel's acquisition of the pay TV operator Austar and on Illyria's acquisition of an equity interest in Channel Ten
- The Bundeskartellamt in-depth investigation of WG Technology / DISA, approved in Phase II
- Economic advice to YOOX in the YOOX / Net-a-Porter merger
- Unconditional clearance of eyewear transaction following the Polish Competition Authority in-depth investigation of BBGR / JZO
- Swedish Competition Authority in-depth investigation of Astra Zeneca / GSK (unconditional clearance of analgesics transaction in Phase II)
- Qube / Brookfield A\$9 billion acquisition of Asciano rail and ports
- Pacific National acquisition of Glencore Rail
- Macquarie Group acquisition of Esanda Dealer Finance from ANZ Bank

Market Investigations

REPRESENTATIVE ENGAGEMENTS

- Strategic advice to an incumbent railway company in Europe on the impact of a different market organisation on travellers and the strategic position of the incumbent
- Impact analysis of frequency auction design on competition in mobile telephony, for a telecom operator in Europe
- Singapore Block Exemption on liner shipping
- The UK Competition Commission inquiry on payment protection insurance
- The UK Competition Commission inquiry on local loop unbundling
- The UK Competition Commission inquiry on mobile termination charges
- The UK review of the digital terrestrial television platform
- The European Commission investigation into international mobile roaming charges
- The European Commission investigation of regulation 4056 / 86 concerning liner conference agreements
- Cooper Review into the governance, efficiency, structure and operations of Australia's superannuation system
- Various market reviews under the European Regulatory Framework for Electronic Communications including for broadband, mobile access and origination and mobile termination (for various mobile operators) as well as in appeals for regulatory decisions
- Advice to the Australian Energy Market Commission on barriers to entry in power generation markets
- ACCC communications sector market study

Damages

REPRESENTATIVE ENGAGEMENTS

- UK CAT case Sainsbury's against MasterCard (for plaintiff)
- UK High Court case Sainsbury's against VISA (for plaintiff)
- Follow on Hutchison "3 Italia" / Wind against Postmobile (for defendant)
- Irish Court case ASICS against Heatons (for defendant)
- Follow-on damages action in the Netherlands against a lift and escalator manufacturer (for defendant)
- Follow-on damages action in Germany and Finland on hydrogen peroxide (for defendant)
- Liability and damages in a margin squeeze case brought by Tele2 against Cesky Telecom before Czech national courts (for plaintiff)
- Assistance in the follow-on damages claims relating to the EU pre-compressed steel cartel (for defendant)
- Assessment of damages and supporting advice for a major food retailer in the context of follow-on claims in France (for plaintiff)
- Assessment of the effects of information exchange and of causal links between different alleged infringements for a German sweets producer in follow-on claims before the German courts (for defendant)
- Damages analysis for a major German petrol retailer in stand-alone claims before the German courts (for plaintiff)
- Estimation of cartel damages and pass-on for a major German food retailer in the context of follow-on claims before the German courts arising from the sugar cartel (for plaintiff)
- Establishing likely counterfactuals and theories of harm for a class of trucks purchases in follow-on claims before various national courts (for plaintiffs)

State Aid

REPRESENTATIVE ENGAGEMENTS

- Compatibility assessment of aid for a solar glass manufacturer in the energy sector
- Compliance review for the City of Amsterdam in relation to investment in fibre networks
- Advice to European telecommunications incumbent in relation to potential State aid concerning ultra-fast broadband
- Market economy operator (MEO) test for publicly owned investment funds
- State aid compliance in relation to a JV between Telecom Italia and TNET for the roll out of high-speed broadband
- MEO test of public sector support to a large energy infrastructure project in Ireland
- Advice to national authorities on aid strategy and design to be compatible with the internal market
- Compatibility assessment of prices by a public undertaking with national competition law in the waste sector
- Advice to local authorities on application of the State aid rules to economic activities

CEG brings together experts in the leading competition and regulatory agencies, academia and industry

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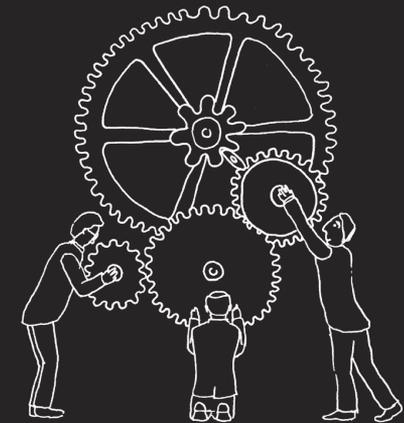
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