Developments in EU and Dutch Competition Law Key developments 2018



Developments in EU and Dutch Competition Law



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DG COMPE	TITION	2017	2018
Notified cases	Notified cases		389
Phase I	Clearance without commitments	353	325
	Clearance with commitments	18	14
Phase II proceedings initiated		7	11
	Clearance without commitments	0	3
Phase II	Clearance with commitments	2	5
Prohibition		2	0

30 November 2018



Торіс	Name	Case
Innovation	Bayer / Monsanto	<u>M.8084</u>
Common shareholding	Bayer / Monsanto	<u>M.8084</u>
4-to-3 mergers	T-Mobile NL / Tele2NL	<u>M.8792</u>
Data-driven mergers	Apple / Shazam	<u>M.8788</u>
Cup iumping	Altice / PT Portugal	<u>M.7993</u>
Gun jumping	Ernst & Young	<u>C-633/16</u>

Statistics Mergers – Key cases Orgoing key cases Other developments Innovation | M.8084 - Bayer / Monsanto Concerns Concerns Clearance reasons Clearance reasons Concerns Clearance reasons

- Largest integrated player largest portfolio of pesticides products and strongest market positions in seeds and traits.
- **Pesticides** Bayer and Monsanto one of the few competitors capable of discovering new active ingredients and developing new formulas.
- Seeds high combined market shares in various vegetable seeds markets. Bayer and Monsanto both important licensors of cotton seeds to their competitors and both investing in research and innovation programs for wheat.
- **Traits** Monsanto dominant in several traits markets worldwide. Bayer one of Monsanto's few competitors in certain traits markets and has developed alternative herbicide tolerance traits to Monsanto's.

- **Pesticides -** divestment of Bayer's glufosinate assets, 3 lines of research for non-selective herbicides and seed treatment assets and products to BASF.
- Seeds divestment of Bayer's entire vegetable seed business, including its R&D organisation to ensure same number of global vegetable seeds R&D players.
- Broadacre seeds & traits divestment of Bayer's global broadacre seeds and trait business, including its R&D organisation to BASF to remove all horizontal overlaps and to ensure same number of global integrated traits players and global broadacre seeds players.
- **Digital agriculture** divestment of Bayer's global digital agriculture assets and products. The buyer will grant to Bayer a temporary license back to these assets and products.

"Competition on innovation has also increasingly become a focus of our merger cases"



Mergers with major R&D elements:

- Anticipate focus on innovation in investigation.
- Anticipate extensive information gathering on IP rights, R&D spending, recent products, pipeline products, plans.
- Consider viable, mainly structural, remedies possibly beyond R&D activities and production capacity.



several companies in the same market, they might be better off if those companies don't compete too hard (...) To know if this is something that competition policy needs to respond to we (...) need to understand what effect it really has.."



- Anticipate detailed information gathering regarding all shareholders and affiliation relationships in each relevant market;
- Anticipate detailed market data requests;
- Reform of EU Merger Regulation upcoming?



- Higher prices: limited incentive by the merged entity to compete effectively with the remaining operators in the retail mobile telecommunications market, leading to higher prices and less investment.
- **Coordination:** reduced number of mobile network operators could lead to increased risk of coordination and increased prices on retail markets.
- Wholesale access: prospective and current mobile virtual network operators may face difficulties in obtaining favorable wholesale access terms from mobile network operators.

- **Higher prices:** merger will unlikely lead to significant price increases because of limited combined market position and relatively small increment brought by Tele2 NL.
- Coordination: increased coordination risk unlikely, particularly because the other two mobile network operators have different strategies and incentives largely based on cross-selling mobile services to their fixed customer base.
- Wholesale access: no serious impact on the level of competition if there would be a change in conditions for virtual network operators. Tele2 not active on the wholesale market.

4-to-3 Mergers:

- First unconditional clearance of 4-to-3 mobile telecoms merger since 2014!
- No "magic number" for the number of mobile network operators required to ensure a competitive mobile telecoms markets. It depends on the specific characteristics of the national market in question.



- **Commercially sensitive data:** use by Apple of commercially sensitive data about customers of its rival streaming services to encourage these customers to switch to Apple Music.
- Gateway position: Shazam's strong position in the market for music recognition apps could harm Apple Music's competitors if Apple, after the transaction, were to discontinue referrals from the Shazam app to them.

- Commercially sensitive data: access to Shazam's data would not materially increase Apple's ability to target music enthusiasts. Conduct to encourage customers to switch has negligible impact.
- Integrated data sets: the integration of Shazam's and Apple's datasets on user data would not confer a unique advantage to the merger entity. Shazam's data is not unique and Apple's competitors still have access and can use similar databases.
- **Gateway position:** merged entity unable to shut out competitors by restricting access to Shazam app as it has a limited importance as entry point to the music streaming services of Apple Music's competitors.

Mergers in data-driven sectors:

- · anticipate focus on value and uniqueness of the data involved.
- anticipate investigation of potential foreclosure effects.
- possible amendment of EU Merger Regulation introducing a transaction or data set value threshold?





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	Parties	
<u>M.8713</u>	Tata Steel / ThyssenKrupp / JV	
<u>M.8900</u>	Wieland / Aurubis Rolled Products / Schwermetall	
<u>M.8907</u>	Aperam / VDM	
<u>M.8947</u>	Nidec / Whirlpool	
<u>M.8677</u>	Siemens / Alstom	
<u>M.8674</u>	BASF / Solvay's EP and P&I business	
<u>M.8864</u>	Vodafone / certain Liberty Global assets	



- Unlikely entry of new competitors into EEA rolling stock or signalling solutions markets.
- Rolling stock: removal of strong competitor and reduction of number of suppliers. Merged entity would become market leader in (i) high speed trains and (ii) mainline and metro rolling stock.
- Signalling solutions: removal of strong competitor from several mainline and urban signalling markets.
- Remedies offered to sell certain high-speed rail technology, including part of Alstom's Pendolino business or a fixed-term licence for Siemens' Valero trains, and parts of several signalling businesses.



- letter by CMA, ACM, CNMC and BCA:
 - Remedies offered to the Commission by Siemens/Alstom are insufficient to address the concerns raised;
 - Behavioural remedies such as transfer of technology difficult to monitor.



 Call to the Commission by 18 EU member states to take account of fierce international competition for the European industry.

• National champions-reasoning resonating in merger review?

- Remedies in merger review under fire?
- Reform of EU Merger Regulation upcoming?



- Evaluation paper on the ongoing review of the EU Merger Regulation expected soon with likely focus on:
 - · simplifying the merger procedure for parties;
 - introducing transaction-value thresholds to cover tech mergers and 'killer acquisitions' in pharma sector;
 - minority shareholding acquisitions;
 - assessment of common shareholdings.
- Best practices on requests for internal documents under the EU Merger Regulation upcoming.
- Increased international cooperation.
- More attention to innovation arguments.
- Increased scrutiny of structural / behavioural remedies.
- More guidance on gun jumping rules.

Take-away

- Keep up with developments by subscribing to the **Stibbe competition newsletter**.
- Feel free to **call us** to discuss future developments and their potential impact on your business operations.

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DG COMPETITION	2017	2018	
Fines imposed	EUR 1,945,656,000	EUR 800,748,000	
Number of decisions per company	21	20	
Number of cartel cases decided	7	4	

DG Competition's statistics – last change 21 March 2018



Торіс	Name	Case
Online resale restrictions	Consumer Electronics	<u>AT.40465</u> - Asus <u>AT.40469</u> - Denon & Marantz <u>AT.40181</u> - Philips <u>AT.40182</u> - Pioneer
	Guess	<u>AT.40428</u>
	Prijsvrij.nl / Thomas Cook	ECLI:NL:RBAMS:2018:6443
	Consumer goods	ACM press release of 27 December 2018
	Consumer Electronics	See above
Cooperation outside cartel	Guess	See above
cases	ACM settlement guidelines	Staatscourant 2018 nr. 71890
Parental liability	Goldman Sachs	<u>T-419/14</u>
	České dráhy	<u>T-325/16</u> and <u>T-621/16</u>
Dawn raids	ZSSK	<u>AT.40565</u>
	District court The Hague	ECLI:NL:RBDHA:2018:12722

0	Statistics	Cartels		
	Key Cases	Carters		
۲	Ongoing key cases	Key Cases Online sales restrictions		
•	Other developments	 Consumer Electronics Resale price maintenance: four electronics manufacturers imposed fixed and minimum resale prices on their online retailers for widely used consumer electronics products. Monitoring tools: use of pricing algorithms to track resale price setting and to swiftly intervene in case of price decreases Cross-border: Pioneer also limited its retailers to sell cross-order to consumers in other EU member states to sustain different resale prices in different EU member states. Guess Online search advertising: restriction on authorised retailers from using the Guess brand names and trademarks. 	€ 111 million	
		 Chine search advertising. Testriction on authorised retailers from using the doess bland names and trademarks. Resale price maintenance: restriction on authorised retailers to independently decide on retail price. Online sales: restriction to sell online without prior specific authorisation by Guess, which was not based on specified quality criteria. Cross-border: restriction to sell to consumers located outside the authorised retailers' allocated territories. Cross-selling: restriction on cross-selling among authorised wholesalers and retailers. 	€ 40 million	
		 Prijsvrij.nl / Thomas Cook (Indirect) resale price maintenance: discounts offered by online travel agent led tour operator to reduce the travel agent's commission and (eventually) terminate the agency agreement. Amsterdam District Court: in the case of a hard-core restriction, such as resale price maintenance, an economic analysis of the consequences, effects and appreciability on the relevant market is not required. 	Void	
		Consumer goods Resale price maintenance: the ACM is investigating minimum-price agreements between consumer-goods manufacturers and online and offline retailers.	€??	
		 European Commission likely to continue its vertical restraints crusade. ACM likely to catch up. 		

- ACM likely to catch up.
- Check your distribution contracts and conduct! •



Take-away

Consider <u>which</u> approach to take and <u>when</u> to take it during antitrust investigations.



- ability to call shareholder meetings.
- role played by parent company's directors within subsidiary's strategic committee.

Take-away

Subsidiary

subsidiary.

market

1/

Can be rebutted by

sufficient evidence that the subsidiary acts **independently** in the

Companies should perform thorough due diligence before acquiring a company.

• Investors should ensure their portfolio companies are compliant with competition law, even when they are considered as a pure financial investment.

Key Cases

Ongoing key cases Other developments

Cartels

Key Cases | Dawn Raids

T-325/16 and T-621/16 – České dráhy

- Scope of dawn raid decision: first dawn raid at the premises of the main Czech railway operator, České dráhy based on a dawn raid decision the scope of which was defined as including, but *not limited* to, predatory pricing behaviour on the Prague Ostrava line after 2011. The General Court annulled the dawn raid decision: based on the information the Commission had at the time, it had sufficient grounds <u>only</u> to suspect a predatory pricing infringement on the Prague-Ostrava line.
- Accidental 'treasures': second dawn raid based on information found in documentation the Commission obtained at its first dawn raid. According to the General Court, the Commission was within its rights to seize the documents, since, even if the documentation was only indirectly linked to the suspected predatory pricing, the Commission was entitled to seize documents relevant for determining both the direct and the indirect costs on the concerned route.

AT.40565 – ZSSK

IT-related dawn raid obstruction: the Commission sent a statement of objections to Slovakian state-owned railway company ZSSK for obstructing a dawn raid. The Commission suspects ZSSK of (i) having provided incorrect information on the location of the laptop of one of its employees and (ii) failing to provide requested data, which was lost when the company reinstalled the laptop.

District Court The Hague - ECLI:NL:RBDHA:2018:1272

2014 Procedure: contrary to the 2014 Procedure, the ACM had collected data from a number of individuals that were not on the list of employees targeted for inspection which was handed over to the company at the dawn raid. According to the District Court, the 2014 Procedure aims to regulate the ACM's inspection powers and companies subject to an inspection should be able to rely on the ACM to act accordingly. The District Court therefore ruled that the data collected from those individuals should be excluded from the investigation.

• Check which information on the suspected infringement is available to the competition authorities, to determine legitimate scope of dawn raid.

- Have clear dawn raid instructions, to prepare not only your key personnel but also IT staff, on their responsibilities during a dawn raid.
- Ensure your dawn raid instructions are in line with the European Commission's <u>explanatory</u> note and the ACM's <u>2014 Procedure</u>.

Statistics Cartels Key Cases Cartels Orgoing key cases Ongoing key cases Other developments Ongoing key cases

Name	Investigation
Video games	Bilateral agreements concluded between Valve Corporation, owner of the Steam game distribution platform, and five PC video game publishers (Bandai Namco, Capcom, Focus Home, Koch Media and ZeniMax) potentially prevent consumers from purchasing digital content, in this case PC video games, because of the consumer's location or country of residence.
Holiday pricing	Certain clauses in agreements regarding hotel accommodation concluded between the largest European tour operators on the one hand (Kuoni, REWE, Thomas Cook, TUI) and hotels on the other hand (Meliá Hotels) may discriminate between customers, based on their nationality or country of residence.
Licensed merchandise	Three separate antitrust investigations into whether certain licensing and distribution practices of Nike, Sanrio and Universal Studios illegally restrict traders from selling licensed merchandise cross-border and online.
Airline ticket distribution	Certain terms in Amadeus' and Sabre's agreements with airlines and travel agents may restrict the ability of airlines and travel agents to use alternative suppliers of ticket distribution services.
Car emissions	Potential collusion between BMW, Daimler and VW (Volkswagen, Audi, Porsche) to avoid competition on the development and roll-out of technology to clean the emissions of petrol and diesel passenger cars.
SSA Bonds	At different periods between 2009 and 2015, four banks may have exchanged commercially sensitive information and coordinated on prices concerning US dollar denominated supra-sovereign, sovereign and agency bonds, known as "SSA bonds".

Cartels

Other developments

Geo-blocking Regulation

Regulation 2018/302, applicable since 3 December 2018, addresses unjustified online sales discrimination based on customers' nationality, place of residence or place of establishment within the EU.

ECN+ Directive

The <u>ECN+ Directive</u> aims to empower the EU national competition authorities by giving them additional tools to enforce the EU competition rules. EU Member States have until 4 February 2021 to implement the Directive.

Evaluation of the Vertical Block Exemption Regulation

The <u>Vertical Block Exemption Regulation</u>, which exempts certain agreements and practices from the EU's general competition rules, expires on 31 May 2022. The evaluation will check whether the Regulation is still effective, efficient, relevant, in line with other EU legislation and adds value. The Commission will use the evaluation to decide whether to let the Regulation lapse, to prolong or to revise it.

ACM guidance

Two upcoming guidelines:

Statistics

Key Cases Ongoing key cases

Other developments

- Guidelines on horizontal cooperation to replace "Richtsnoeren Samenwerking Ondernemingen;.
- Guidelines on vertical agreements to replace the publication "<u>ACM's strategy and enforcement priorities with regard to vertical</u> <u>agreements</u>".

Report on digitisation and competition policy

The Commission has appointed an expert panel of three advisors to work on a <u>report</u> on the future challenges of digitisation for competition policy. The report will be available by 31 March 2019.

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DG COMPETITION	2017	2018
Fines imposed	EUR 2.45 billion	EUR 997 million
Number of cases decided	4	2





Торіс		Name	Case
Exclusivity payments		Qualcomm	<u>AT.40220</u>
		Google Android	<u>AT.40099</u>
Market definition	Servier	<u>T-691/14</u>	
	Excessive pricing	OECD notes	European Commission
Pharma			ACM
		ACM Working Paper	Reconciling competition and IP law: the case of patented pharmaceuticals and dominance abuse
Discrimination		MEO	<u>C-525/16</u>
		Funda	ECLI:NL:RBAMS:2018:1654



"..Qualcomm itself presented us with an as efficient competitor test. But there were serious problems with the way it was done, which meant it didn't actually prove that the rebates couldn't harm competition.."



- **Dominance:** > 90% market share in the global market for LTE based chipsets.
- Exclusivity payments: significant payments to key customer Apple for exclusive use of Qualcomm's chipsets.
- Qualcomm prevented competitors from competing for Apple's significant business.
- As efficient competitor (AEC)-test: Qualcomm's evidence that its exclusivity payments had no anticompetitive effects according to AECtest was rejected by Commission.

- Dominance: in markets for general internet search services, licensable mobile operation systems and app stores fro the Android mobile operating system.
- Tying, exclusivity payments and obstruction.

Google's Android restrictions illegally protect its internet search dominance



Exclusivity and dominance:

- Rebuttable presumption that exclusivity and loyalty rebates may constitute abuse.
- Presumption can be rebutted by providing proof that the conduct is incapable of restricting competition taking account of, for instance, the counterbalancing efficiencies for consumers.

Abuse of dominance

Key Cases | Pharma

T-691/14 – Servier

Commission imposed fines on Servier and five generic companies for concluding settlement agreements related to the medicine perindopril to refrain them from entering the market or challenging Servier's patent:

- **Abuse:** Servier used its dominance in the market for the perindopril molecule to delay generic companies from entering the market.
- **Pay-for-delay:** the reverse payment patent settlements constituted restrictions by object.

General Court ruled that

Statistics

Key Cases

Ongoing key cases.

Other developments

- Market definition: no separate market for perindopril. Servier was not dominant because the Commission wrongly found that perindopril differed from other medicines of the same class, excessively relied on price and underestimated the propensity of patients to switch medicines. Hence, there could be no abuse without dominance.
- **Pay-for-delay agreements:** constitute **restrictions by object** if the real reason for concluding the settlement is not so much related to a recognition of the patent's validity, but is done instead with a view to inducing the generic company to stay out of the market. The costs of the settlement are key in order to assess the inducement's significance.

Take-awav

Excessive pricing

Commission: innovation and risk-taking do not preclude the application of the competition rules. The price-cost test specified in *United Brands* can be used to establish unfair pricing abuse are excessive, although other methods are also possible.



ACM: a balance needs to be struck between innovation and cost control. A stricter cost-based test should be applied to drugs that involve limited innovation in comparison with drugs that require significant investment in research and development. The most important factors to take into account for the cost-based test are (i) the probability that a drug will be authorized and successful in the market and (ii) capital costs.

- More unfair pricing cases may be imminent in pharma sector.
- Possibility to argue that therapeutic use should be central to market definition instead of defining separate markets for each molecule.
- Settlement agreements qualify as restrictions by object if they are aimed at market exclusion, which can be assessed by determining the costs inherent to the settlement.



Take-awav

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- No de minimis threshold for discriminatory conduct.
- · Effects-based approach to determine competitive disadvantage.



Name	Investigation
Google Search	Artificial restriction of the possibility of third party websites to display search advertisements from Google's competitors.
Qualcomm	Predatory pricing - sale certain UMTS baseband chipsets at prices below cost, with the intention of eliminating Icera, Qualcomm's main competitor in the leading edge segment of the market at that time.
Lundbeck	Pay-for-delay agreements in pharma sector – appeal against the General Court's judgment.
Leadiant Biosciences	Complaint submitted with ACM against Leadiant Biosciences for allegedly overpricing an orphan drug used for the treatment of a rare genetic disease.
TNF inhibitors	The ACM has launched a sector inquiry into anti-rheumatic drugs, which have relatively high prices, despite numerous available alternatives.





Online platforms

- A draft <u>Regulation on fairness and transparency in online platform trading</u> introduces a harmonised framework for minimum transparency and redress rights, to protect companies that depend on online platforms for reaching consumers.
- Consultation <u>discussion paper</u> by Dutch Ministry of Economic Affairs on whether further regulation is required to regulate online platforms.

Sector inquiries into digital sectors

More sector inquiries may be imminent to provide the Commission with more insights on digital markets. A digital advertising sector inquiry could be the first one to be initiated by the Commission to answer to contributions submitted in preparation for the conference "Shaping Competition Policy in the Era of Digitisation".

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