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## **EDUCATION**

1999, *M.A. Economics*, Hebrew University  
1994, *Laurea*, Bocconi University, Milan

## **PROFESSIONAL EXPERIENCE**

2011 – Present, *Senior Consultant*, Compass Lexecon, Israel  
2009 – 2011, *Special Consultant*, LECG, London/Israel  
2005 – 2009, *Managing Consultant*, LECG, London/Israel  
1997 – 2005, *Senior Economist*, Israel Antitrust Authority, Israel  
1995 – 1997, *Economic Analyst*, Ministry of Labour, Economic Research Unit, Israel

## **COMPETITION POLICY EXPERIENCE BEFORE COMPETITION, REGULATORY ENFORCEMENT AGENCIES AND COURTS OF LAW**

### **Expert Reports submitted to Courts of Law**

- Restraint of Trade: Submitted an expert report to the District Court – Jerusalem along with Elco cinema's response regarding a request to certify a class action alleging unlawful arrangements between cinema chains and commercial centres.
- Abuse of dominance: Submitted an expert report to the District Court – Lod along with Israel Airports Authority's response to a request to certify a class action alleging retail space excessive pricing.
- Abuse of dominance: Submitted an expert report to the District Court – Lod along with Materna's (Nestle) response to a request to certify a class action alleging baby formula excessive pricing.
- Oligopoly Declaration: Submitted an expert report to the Israel Antitrust Tribunal along with Ashdod Port's appeal on the IAA General Director's Declaration of Oligopoly under Art. 31(A) of the Israel Competition Act.
- Monopoly declaration: Submitted an expert report to the Israel Antitrust Tribunal along with Med Nautilus' appeal on the IAA General Director's Declaration of Monopoly under Art. 26(A) of the Israel Competition Act.
- Restraint of Trade: Submitted a report and testified at the Israel Antitrust Tribunal regarding Israel Antitrust Authority Director's position on a request of the Israeli credit card companies and their owner banks to authorise a Restraint of Trade concerning the joint setting of the Multiple Interchange Fee.

### **Mergers**

- Merger in the electrical appliances and retail chains sector: Competition advice to Bosch & Siemens Israel during the notification of a proposed merger between two leading electrical appliances importers and operators of retail chains. The advice focused on potential vertical foreclosure concerns.
- Potential sale of an MNO: Competition policy advice to a mobile network operator and global equipment manufacturer regarding potential competition and regulatory issues in the Israel mobile telephony market in relation to a potential merger. The focus of the analysis was coordinated effects concerns.
- Fuelling stations: Competition advice to an energy group on competition matters in the fuelling stations market. The focus of the analysis was unilateral effects concerns.
- Tom-Tom/Tele-Atlas: Collaborated in advising Tom-Tom in its acquisition of Tele-Atlas. The economic and competition advice focused on potential vertical foreclosure and coordinated effects concerns.

- Google/DoubleClick: Collaborated in advising a third-party during Phase II investigation of the merger between Google and DoubleClick. The economic and competition advice focused on market power issues and unilateral effects concerns.
- Pharmaceutical manufacturers' merger: Collaborated in providing advice in a merger between two pharmaceutical manufacturers.
- Merger in the long-term savings sector: While at the IAA analysed and assessed competitive effects of several mergers involving insurance companies and pensions management firms in Israel. The focus of the economic and competition analysis regarded complex product substitution and market definition issues.
- Hamburger chains: While at the IAA led the economic and competition analysis of a proposed merger between two hamburger chains in Israel. The analysis involved implementing econometric analysis techniques to assess the impact of entry on market performance parameters to define the relevant market.
- While at the IAA advised on numerous mergers (on issues regarding market definition, competitive theories of harm and undertakings), spanning on a wide range of sectors including, foods, supermarket retail chains, DIY retail chains, banking, insurance and financial services.

### **Abuse of Dominance**

- Mixed bundling rebates: Competition and antitrust economics advice to the Central Bottling Company (Coca Cola Israel) regarding the Israel Competition Authority's allegations against Coca Cola Israel regarding mixed bundling rebate schemes.
- Conditional rebates: Collaborated in advising Ashdod Port Company regarding allegations of bundled rebates offered by the Port to importers of automobiles.
- Excessive pricing: Collaborated in preparing the expert report submitted to the District Court – Lod along with Noble Energy's response regarding the request to certify a class action concerning alleged excessive pricing of natural gas supplied to the Israel Electric Company.
- Oligopoly Declaration: Competition and antitrust economics advice to Materna (Nestle) during the Israel Antitrust Authority's investigation to declare the providers of baby formula in Israel an Oligopoly under Art. 31(A) of the Israel Competition Act.
- Predatory pricing and conditional rebates: Competition and antitrust economics advice to a firm in the telecom sector on whether its pricing practices were consistent with the Israel Competition Act.
- Predatory pricing: Antitrust economics advice to a potential complainant active in the transportation & logistics sector regarding potential predatory conduct issues.
- Collective dominance: While at the IAA extensively investigated collective dominance issues in the retail banking services market. The economic and competition analysis focused on the role of asymmetric information and switching costs regarding the ability to tacitly collude.
- While at the IAA analysed and advised on numerous Monopoly Declaration cases in various industries. These analyses involved complex product substitution and market definition issues.

### **Cartels, Horizontal and Vertical Agreements**

- GIS cartel: Co-led the analysis and the preparation of the expert report submitted to the Israel Antitrust Tribunal along with Siemens' appeal on the Israel Antitrust Authority Director's Declaration of a cartel regarding the provision of Gas-Insulated Switchgear (GIS) to the Israel Electric Company.
- Interchange fee levels: Collaborated in preparing the expert report submitted to the Israel Antitrust Tribunal along with the Israeli Credit Card Company's (CAL) response regarding the fee level of the Interchange fee in Israel. The economic advice focused on analysing welfare effects aspects (by means of a theoretic model) and implementing econometric techniques to assess cost differential issues.
- Interchange fees agreements and fee level: Collaborated in providing competition policy and antitrust advice to a credit card company owned by a major UK bank regarding interchange fees arrangements and fee levels in the UK. The advice included the analyses of various interchange fees scenarios.
- Interchange fees agreements and fee levels: While at the IAA, advised the General Director on cases regarding the competition economics aspects of the collective setting of Multiple Interchange Fee in ATM, direct debit and deferred debit platforms.
- Underwriting sector: While at the IAA advised the IAA General Director on restraints of trade concerning arrangements involving underwriter consortia. These assessments involved the analysis of trade-offs between negative competitive effects of underwriters' ad-hoc collaborations and the efficiencies in mitigating underwriters' risks.

### **Market studies and sector inquiries**

- Review of Undertakings: Assistance to the OFT in the review of the impact the Order's provisions to the Extended Warranties market on the market performance.
- Bank services: Collaborated in advising a major UK bank during the UK Competition Commission market investigation into personal current accounts.



- Financial services and payment systems: Collaborated in advising a major UK bank during the European Commission sector inquiry into the provision of financial services and payment systems.
- Payment protection insurance services: Collaborated in advising a major UK bank during the UK Competition Commission market investigation into payment protection insurance services.
- SME banking sector: Collaborated in advising a major UK bank during the OFT Review of the undertakings imposed on the SME banking sector.
- Supermarket chains market: While at the IAA analysed and assessed competitive and consumer welfare effects of commercial practices (bonuses and turnover targets, slotting allowances and shelf-space allocation, category captaincy and private label).

### **Economic Regulation**

- The Strum Committee: Co-advised Bank Hapoalim regarding aspects of the household banking services and credit cards markets in Israel. The main issue was whether the separation of the credit card companies from the banks will significantly increase competition in the provision of credit facilities to households and small firms.
- The Sheshinsky II Committee: Collaborated in advising Israel Chemicals Ltd. during the Committee's proceedings. The analysis focused on whether imposing a tax on Dead See Works' profits will weaken its investment incentives and its ability to compete in the potash global market.
- The Hayek Committee: Competition and antitrust advice to a leading telecom operator in Israel regarding the interim recommendations of the Hayek Committee. The focus of the advice regarded competition and antitrust aspects of a wholesale market in the fixed telephony and internet infrastructure services, and the abolition of the regulatory separation undertakings imposed on Israel's telecoms incumbent.
- MVNO regulation: Co-advised the three Israeli Mobile Network Operators in Israel in their proceedings in front of the Israeli Ministry of Communications regarding the licensing of Mobile Virtual Network Operators and the associated mandated access.
- Fixed telephony and DSL infrastructure regulation: Collaborated in advising Bezeq on various issues regarding the implementation of the Grounau Committee's recommendations on the proposed wholesale access regime.
- Postal services market: Collaborated in advising Postcomm (the UK regulator for the postal services market) on ring-fencing of the wholesale business and vertical separation issues as part of its Strategic review.

### **International arbitration**

- Natural gas: Collaborated in preparing an expert report supporting Eastern Mediterranean Gas (EMG) in its arbitration proceedings vs. the Israel Electric Company regarding the alleged damages due to the discontinuation of the provision of natural gas from Egypt. Among other, the analysis focused on competition aspects regarding the natural gas market and on downstream electricity price regulation aspects that affected the calculation assumptions of the claimed financial harm.

### **PUBLICATIONS**

- Competitive analysis, 2007, Gabriel Baron.
- Evaluating the Impact of the Supply of Extended Warranties on Domestic Electrical Goods Order, 2008, Gabriel Baron, Justin Coombs and David Shahrudin. Report prepared for the Office of Fair Trading.
- Remedies in the Personal Protection Insurance market, 2009, Gabriel Baron, Justin Coombs and David Shahrudin. Competition Law Insight.

### **LANGUAGE SKILLS**

- Hebrew (native)
- English (fluent)
- Spanish (fluent)
- Italian (fluent)

