SEBASTIAN VEIJOLA



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EDUCATION

2019, Master of Social Sciences in Economics, University of Helsinki 2016, Bachelor of Social Sciences in Economics, University of Helsinki

PROFESSIONAL EXPERIENCE

2025 - Present, Economist, Compass Lexecon, Helsinki, Finland 2022 - 2025, Senior Analyst, Compass Lexecon, Helsinki, Finland

2019 - 2022, Analyst, Compass Lexecon, Finland

SELECTED CONSULTING EXPERIENCE

Mergers and Acquisitions

Saint Gobain/Fosroc (2025, construction chemicals) Economic support to Saint Gobain in the context of various competition authorities' investigations (India, Turkey,

Vietnam, Saudi Arabia, Egypt, Morocco, and Ukraine) of the acquisition of Fosroc.

Farfetch / YOOX Net-A-Porter Group / Richemont (2023, e-commerce)

Economic advice to Farfetch during UK CMA, EC and RoW (including but not limited to Australia, South-Korea, Kuwait) Phase 1 proceedings related to a minority shareholding acquisition in YOOX Net-a-Porter ('YNAP') from Richemont, in the online luxury fashion sector.

Lantmännen/Myllyn Paras (2021-2022, FMCG)

Economic advice to merging parties during Phase II merger proceedings before the Finnish Competition and Consumer Authority.

Loomis/Automatia (2020, financial services)

Economic assistance to Loomis during Phase II merger proceedings before the Finnish Competition and Consumer Authority.

Anti-competitive behaviour

Heavy truck manufacturers (ongoing)

Damage estimation for legal proceedings in front of the Competition Appeal Tribunal following an Article 101 TFEU infringement by heavy truck manufacturers.

Graphite electrodes – long-term supply agreements (2021-2024)

Economic support to expert in an ICC arbitration case for electrode manufacturer GrafTech on disputes over its long-term agreements (alleged breach of Article 102 TFEU).

Chemicals sector (2022-2023)

Advice for a client involved in a horizontal agreement.

Phones 4U vs EE et al (2022)

Support in preparing an expert report for BT, Deutsche Telekom and Orange in the UK High Court in relation to a claim brought by Phones 4U

Stainless steel cartel (2020)

Provide economic support in litigation proceedings and conduct economic quantification of damages.

Intellectual property

Technology company (ongoing)

Advised clients on valuation of their technology patents in preparation for licensing negotiations and potential litigation in India.

• Policy paper on SEP regulation (2023-2024)

Contributed to a policy paper evaluating the SEP regulation framework proposed by EU.

- Determination of FRAND royalties for standard essential patent portfolio (2023, telecommunication)

 Contributed to an economic expert report determining FRAND rates for standard essential patents.
- Valuation of communication technologies (2021)

Estimation of the value of communication technologies and related patents.

Smartphone producers (2020-2023)

ICC arbitration for a potential breach of Article 102 TFEU in the licensing of 2G Standard Essential Patents

Other

Regulation: Competition in UK auditing services (2020-2021)

For the Financial Reporting Council in the UK, development of measures that can be used to monitor competition in the market for auditing services in the UK, as well as competitive analysis of the market for statutory audit.

• Pricing: Pricing and bundling practices FMCG

Advised a major FMCG manufacturer on its pricing and bundling practices in Spain.

TECHNICAL SKILLS

Statistical Packages
 Proficient in Stata
 Experience in R and VBA

LANGUAGE SKILLS

- Finnish Native
- English -Advanced
- Swedish Advanced
- Italian Basic

