



GERADIN

PARTNERS

COMPETITION SPECIALISTS

LEADING PAN-EUROPEAN FIRM PROVIDING FIRST CLASS COMPETITION LAW ADVICE.



Geradin Partners is a specialist competition law, competition litigation and digital regulation firm. We were founded in Brussels in 2015 by one of Europe's leading competition and regulatory lawyers, Damien Geradin. We opened in London in 2021 and in Amsterdam and Paris in 2024. Our team has more than 20 competition lawyers and is growing fast.

We offer a unique service to businesses who value deep knowledge and strategic thinking. Our team of lawyers is at the cutting edge of competition law and digital regulation. We have acted on many of the leading European and UK cases, and many of our partners held senior positions at competition agencies.

Tech is a particular area of expertise. We have been closely involved in the development of the new digital regulatory regimes in the EU and UK. We have chosen not to act for Google, Apple, Meta or Amazon, leaving us free of the conflict issues that most other top teams in London and Brussels face.

We also represent companies across a wide variety of other industries such as media, telecoms, gaming, pharmaceuticals, retailers, finance, sports, automotive, chemicals, clean energy, and heavy industry.

We have a wide range of international contacts within the antitrust community, and we frequently partner with other law firms. We are also increasingly approached by law firms around the world who are considering actions in their home jurisdictions.

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WHAT WE DO

WE FOCUS ON THREE PRIMARY AREAS:

- Competition law, including competition authority investigations, merger and State aid control, and advisory work.
- Competition litigation, including private damages actions and appeals against competition authority decisions.
- Digital regulation, including the development and implementation of the EU Digital Markets Act (DMA) and the UK Digital Markets, Competition and Consumers (DMCC) regimes, and the resulting investigations.

HOW WE CAN HELP

Our expertise, in-depth knowledge and experience can help guide businesses through the entire lifecycle of competition, regulatory and litigation issues.

Our independence, contacts and locations make us well-placed to collaborate with other law firms and advisers around the world.

OUR EXPERTISE

COMPETITION LAW

— We have an excellent record in persuading competition authorities to launch investigations, and also in defending companies under investigation. Our team includes four former CMA officials and one EC official who have unmatched experience in running these cases.

— In the EU, our firm has recently acted for clients in high-profile European Commission (EC) antitrust investigations, including acting for O2 (3G and 4G network-sharing agreements) and a large news publishers association (Ad Tech).

— In the UK, we have represented clients in CMA investigations against Google (Privacy Sandbox, Ad Tech, and Play Store respectively), Apple (App Store) and Amazon (Marketplace). We have acted on high-profile mergers including Veolia/Suez and Microsoft/Activision.

— In France, our firm represented the News Corp in the Autorité de la Concurrence (ADLC) investigation against Google (Ad Tech) which resulted in a \$220 million fine. We also represented the complainant in the first phase of the ADLC's investigation against Apple (App Tracking Transparency).

— In the Netherlands, we represented Corendon in complex merger control proceedings before the European Commission and Dutch Competition Authority (phase II), and telecom company Simpel as a third party in the T-Mobile / Tele2 merger case before the European Commission. We also represented easyJet in high-stakes aviation regulatory matters relating to slot allocation and airport capacity.

COMPETITION LITIGATION

— In the UK, we represent businesses in multibillion-pound class actions against Google (Ad Tech, Play Store) and Apple (App Store) and advise on other proposed and ongoing actions.

— In the EU, we have led several leading Court of Justice cases, such as Huawei v ZTE and Slovak Telekom v EC, and some of our partners have directly contributed within the EU Courts to the drafting of on seminal antitrust and State aid cases.

— In the Netherlands, we have represented clients including Samsung, Polar Air/Atlas Air, online comparison platforms, news publishers against Google, and others in cases before the Dutch courts.

— In France, we represent hundreds of businesses and public entities in several hundreds of million-euro collective actions, including in the automobile sector.

— We can assist companies who are considering launching private competition claims. We can also assist if a company is defending such an action. In many of our claims, we also worked on the underlying complaint to the competition authority that prompted public enforcement.



**OUR BUSINESS
MODEL MEANS
WE ARE FOCUSED,
FLEXIBLE AND
INDEPENDENT**

DIGITAL REGULATION

— We are at the forefront of the development of the EU DMA and UK DMCC regimes. Our team of former UK CMA senior officials includes the director who led the Digital Markets Taskforce, which advised the UK Government on digital regulation.

— We represent a wide variety of broadcasters, news publishers, app developers, gaming companies, search engines, e-commerce sellers and other companies in the development of these regimes and similar regimes elsewhere.

— We act for the Coalition for App Fairness for EU and UK competition matters. We also co-founded the Responsible Online Commerce Coalition, which represents the interests of sellers who rely on Amazon and other ecommerce platforms to reach their customers.

— In the UK, we are the only firm to have been invited to give testimony on the DMCC regime to the House of Commons Public Bill Committee and the House of Lords Digital Select Committee.

— We write the widely acclaimed Platform Law Blog, which is read by thousands of policy makers and competition officials involved in digital regulation. We are frequently asked to speak at, and chair, conferences. We are quoted in publications including the Financial Times, Wall Street Journal, Bloomberg, Politico and Tech Crunch. We have appeared on the BBC, Bloomberg TV, CNBC, Sky News and BFM TV.

THE LEADERSHIP TEAM



Damien Geradin

Founding Partner

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Damien Geradin is the founder of Geradin Partners. For the past 25 years, Damien has assisted clients in many high-stake EC and CMA investigations, including some of the most complex abuse of dominance cases with a focus on the tech, media and telecoms sectors. Damien has also represented clients before the EU courts in multiple competition cases, including large damages claims. He has also acted as an expert witness in multiple proceedings. Damien is also a Professor of Competition Law & Economics at Tilburg, and he has held teaching positions in leading universities, including Columbia, Harvard, Michigan and Yale.



Konstantina Bania

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Konstantina Bania is a leading expert in digital regulation and the enforcement of competition law in digital/media markets. Konstantina advises companies on cutting-edge matters involving the implementation of the EU's DMA, the interplay between competition law and data privacy, and the regulation of online media and new technologies, including generative AI. Before joining Geradin Partners, Konstantina was Senior Legal Counsel at the European Broadcasting Union (EBU) where she managed competition compliance and two expert groups focusing on online platform regulation and the funding and remit of public service media. Konstantina has guided the EBU's work on the DMA proposal and the Platform-to-Business Regulation. Konstantina has been lecturing in competition law and digital regulation at leading institutions since 2013.



Tom Smith

Partner

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Tom Smith was previously the legal director at the CMA and before this held the position of Director of Mergers. He led the Digital Markets Taskforce and was the only private practice lawyer to give testimony to the UK Parliament Public Bill Committee on the DMCC Bill. At Geradin Partners, Tom handles multi-jurisdictional merger control matters. He advised Veolia on its €13 billion acquisition of Suez, which was cleared with remedies at Phase 2. Tom advises companies that are involved in competition and consumer law investigations in a variety of sectors. He led the team that implemented the UK's Open Banking regulations.



Ruben Elkerbout

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Ruben Elkerbout is one of the leading competition law experts in the Netherlands. Ruben has extensive experience with antitrust investigations and merger control before various competition authorities. He also assists clients across numerous business sectors with questions on cooperation agreements, distribution and relations, abuse of dominance and state aid. Ruben is a trusted litigator on EU law and private enforcement of competition law (including cartel damages cases), consumer law, and complex regulatory issues involving sector-specific EU legislation and allocation of scarce resources, e.g. concession contracts and airports slots.



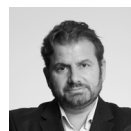
David Gallagher

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David Gallagher is a former CMA Assistant Legal Director who joined Geradin Partners in 2022. His key matters include multi billion UK and Netherlands antitrust damages actions against Google on behalf of publishers harmed by Google's ad tech practices, UK class actions against Apple and Google on behalf of UK app developers in relation to the up to 30% "tax" charge on App Store and Play Store, EU tech sector antitrust investigations and policy advice on the implementation of the UK's DMCC regime. David previously worked at a hedge fund specialising in litigation assets and spent the first seven years of his career as an antitrust lawyer at an international law firm.



Marc Barennes

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Marc Barennes enjoys a unique 360-degree experience in the competition law field. Over the past 20-plus years, he has been a case-handler and policy officer with the EC for 4 years, a *référéndaire* (Senior Court Advisor) with the EU General Court for 13 years, an executive director of a competition claim aggregator in Luxembourg, and a member of the Paris and NY bars practising European competition law in Paris and Brussels. In addition to his deep knowledge of the French ADLC, EC, and EU Court procedures, he has been a frontrunner in the field of funded collective damages actions brought in France and elsewhere on behalf of companies. Marc has been a lecturer at the leading French law school, Sciences Po, since 2014.



Stijn Huijts

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Stijn was previously Legal Director at the CMA where he led major complex and high-profile competition investigations, including Hydrocortisone (excessive pricing and pay-for-delay), Fludrocortisone (securing a multi-million settlement for the National Health Service), BT/EE and Three/O2. He is still an adviser to the CMA for the International Competition Network. At Geradin Partners, Stijn represents clients in investigations before the European Commission, CMA and Dutch ACM. He has also built up an extensive litigation practice, which includes the multi-jurisdictional litigation on behalf of news media against Google relating to its practices in Ad Tech, a similar case involving Google Shopping, and litigation against Apple relating to the App Store. In digital markets, Stijn advises multiple clients who are creating new business initiatives using the DMA.

WE OFFER INDEPENDENT, PRAGMATIC, TAILOR-MADE SOLUTIONS



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