



Lademann & Associates Economists and Competition Consultants

## Competition Economics for Successful Competition Law Cases and Strategy Development

Consultation | Analysis | Concepts





Lademann & Associates support companies in the development of market strategies which are compatible with German and EU competition law. We provide – potentially in advance of competition law cases – economic concepts and analyses. Whether merger, cooperation, realignment of selective distribution systems or non-discriminatory procurement and sales policy: Our analyses create an empirical basis for legal assessments. But do not only take advantage of our experience when competition law limits expansion. Lademann & Associates also assist leading companies with their competitive strategies since 1986.



### Experience that you can build on: 25 Years of Expert Knowledge

Founded in 1986 Lademann & Associates is the only consultancy in Germany with more than 25 years of experience in competition economics. Many of our clients are publicly listed and belong to the biggest players in their industry.

Lademann & Associates employ a team of consultants with an interdisciplinary background, with vast experience in competition economics and the economics of strategy.

In current projects we are involved in key cartel and abuse of dominance proceedings. With this, we seamlessly connect with our many years of experience in German merger control and abuse of dominance proceedings as well as our supervisory participation in the 5th and 6th Amendment to Act Against Restraints of Competition.

### Broad expertise in markets and the economy of law

We advise market leading companies from very different sectors. For example:

- Primary industries
- Automotive industry
- Consumer goods
- Network industries
- Wholesale and retail
- Transportation services
- Insurance industry

### State-of-the-art methods

Combining rigorous economic thinking with state-of-the-art empirical techniques we are able to answer key questions in competition law proceedings and strategy development.

Multivariate econometric methods, market simulation programs and discrete choice analysis are part of our spectrum of methods. By cooperating with renowned universities we stay up to date both methodically and academically.

At the same time we put great emphasis on an exposition which is easily comprehensible also to non-economists.



## Thinking the Market from a Legal Point of View

The increasing economisation of competition law requires verifiable facts for legal dispute. For this purpose, we do not just assess company or secondary data, but collect regularly missing primary data for our clients through targeted market research and surveys. This core competence is offered to you by Lademann & Associates and you can use it directly for your law department or legal counsel.

### The key points of our analyses

Our concepts deliver reliable and empirically proven facts for the application of competition law. We contribute to e.g.

- Cartel Cases
  - estimation of economic effects of cartel agreements, for example overcharges
- Merger Control
  - definition of the relevant markets in geographic and product dimensions
  - unilateral and coordinated effects analysis
- Abuse of Dominance
  - tests for price-based exclusionary conduct
  - essential facilities assessments
- Block Exemption Regulations
  - market definition
  - economic analysis of conduct

### Initial consultation and procedural assistance

To avoid investigations by competition authorities, companies today must judge the permissibility of their market behaviour under competition law themselves. Lademann & Associates help to fulfil this principle of legal exception. We tailor our research modules and analysis instruments to the applicable legal framework – German or EU law – depending on the case.

### Advising on the economics of strategy

Do you want to expand through acquisitions or alliances, or alter your market position e.g. through new price and distribution systems? Are you planning a business alliance? Independently from competition law cases, Lademann & Associates apply economic consulting skills to strategic questions. We focus on three key aspects:

- Vertical position of your firm in the value chain
- Horizontal position among competitors
- Pricing policies

When it comes to developing market strategies, we bring profound experience in competition and buyer behaviour as well as in the impact of sales-enhancing techniques.



**Lademann & Associates** Economists and Competition Consultants

### Your contacts

For a confidential initial appointment our experts are always happy to assist you:



**Prof. Dr. Rainer P. Lademann**  
Managing Partner  
Tel +49 40 64 55 77 90  
lademann@lademann-associates.com



**Niels Frank**  
Managing Partner  
Tel +49 40 64 55 77 27  
frank@lademann-associates.com

**Lademann & Associates GmbH**  
Economists and Competition Consultants

Friedrich-Ebert-Damm 311  
22159 Hamburg  
Tel +49 40 64 55 77 90  
Fax +49 40 64 55 77 33  
info@lademann-associates.com  
www.lademann-associates.com

**Knowledge matters.**