

Mr. Eymard has more than 10 years of experience advising clients in a wide range of competition cases and civil litigations across a wide range of sectors.

He has been involved in several merger, antitrust, and state aid cases before the European Commission and other European jurisdictions – primarily in France and Belgium.

Mr. Eymard has extensive experience advising clients on notifying competition authorities of complex mergers, especially in cases requiring an analysis of local competition dynamics or bidding data. He has also provided expert economic evidence in civil litigations in numerous sectors, including telecommunication, air transportation, and fast-moving consumer goods. His experience includes working for both defendants and claimants in high profile litigations concerning concerted practices and complex abuse of dominance issues.

EDUCATION

- **King's College London**
Master of Arts in EC Competition Law
- **ENSAE (Ecole Nationale de la Statistique et de l'Administration Economique)**
MSc in Economics and Statistics
- **Institut d'Etudes Politiques de Paris**
MSc in Finance and Corporate Strategy

PROFESSIONAL EXPERIENCE

- **The Battle Group (2020–Present)**
Principal
- **Hexagon Economics (2019–2020)**
Founding Partner
- **MAPP Economics (acquired by KPMG) (2007–2019)**
Partner (2017–2019)
Managing Consultant (2007–2017)
- **Bruegel (2007–2008)**
Research Assistant

SELECTED CONSULTING EXPERIENCE

Mergers

- Advised Casino in the context of the notification of the acquisition of Monoprix to the French Competition Authority (Phase 2 clearance, 2012–2013)

- Advised Lafarge in the context of its merger with Holcim in 2014, which was the biggest ever tie-up in the cement industry and involved a complex assessment of competition on hundreds of local markets
- Advised Alstom related to the acquisition of its energy business by General Electric. The case mainly raised horizontal concerns in the market for heavy-duty gas turbines, which required an economic analysis of the likelihood of a post-merger price increase in the context of a bidding market
- Advised Suez related to its acquisition of the Water and Process Technologies business of GE. The transaction gave rise to both horizontal overlaps and foreclosure concerns
- Advised a large American tech company in the context of an acquisition in the Middle East
- Advised a cosmetics retail chain in the context of the acquisition of one of its competitor's stores in the French market
- Advised a market leader in the truck rental sector in France in the context of the acquisition of one of its competitors
- Advised a French tower company in the context of the planned acquisition of a large set of pylons in France
- Advised a French trade credit insurer in the context of the planned acquisition of one of its European competitors

Antitrust

- Provided expert advice to a buying alliance between two European food retailers, in the context of policy discussions at the European level and litigation cases in various member states
- Provided expert advice to a large telecom operator in the context of several FCA investigations regarding alleged abuses of dominance
- Advised several large French banks in the context of an FCA investigation regarding multilateral interchange fees
- Advised a publisher in the context of a European investigation into distribution contracts for e-books
- Advised a buying alliance between two French food retailers in the context of a 101 investigation by the European Commission
- Advised a toy manufacturer in the context of an FCA investigation into alleged retail price maintenance
- Advised a dairy producer in the context of a cartel investigation by the French Competition Authority

- Provided expert advice to an inter-professional association in the agricultural sector in the context of policy discussions and the CAP reform

Private Enforcement

- Provided expert advice to a large telecom operator in the context of numerous civil litigations before civil courts in France
- Advised an airline company in the context of damage claims in the UK, the Netherlands, Brazil, and Australia following cartel decisions by the European Commission and several other regulators worldwide
- Provided expert advice to a CRT producer in the context of follow-on litigations in the Netherlands and the UK, following cartel decisions by the European Commission and several other regulators worldwide
- Provided expert advice to a telecom operator in France in the context of an arbitration before the International Chamber of Commerce in Paris
- Provided expert advice to a detergent and body care products manufacturer in the context of follow-on litigations initiated by several large retailers
- Advised a horserace betting operator in the context of a damage claim initiated by a competitor in Belgium following the licensing of online betting
- Advised a telecom operator in Belgium in the context of damage claims initiated by competitors following alleged abuses of dominance on the residential market.
- Advised several industrial companies seeking compensation from temporary work companies following a cartel decision by the FCA

State Aid

- Advised a member state in the context of an investment in a high-performance computing infrastructure
 - Market review, profitability analysis, MIEP test
- Advised a private investor in the context of discussions with DG Comp regarding the compatibility of public investments in startups
 - Counterfactual analysis, market review, profitability analysis, MIEP test
- Advised a car manufacturer in the context of the notification of an R&D Aid for the development of a hybrid diesel engine
 - Counterfactual analysis, preparation of the business plan
- Advised Alstom in the context of the notification of aid measures to the Supergrid research program to develop innovative energy transmission networks
 - Counterfactual analysis, review of the business plan, effect on competition

- Advised a large European bank in the context of the notification of aid measures following the financial crisis
 - Effect on competition, MIEP test
- Advised an energy company during a DG Comp investigation of potential aid measures
 - Application of the MIEP test
- Advised a steel producer in the context of the notification of aid measures to the development of a carbon capture and storage (CSS) technology
 - Preparation of the business plan, counterfactual analysis

SELECTED PUBLICATIONS

- “State Aid: State Aid and COVID-19 – Economist Perspective,” with Jérémie Cohen-Setton and Shahin Vallée, *Global Competition Review*, December 14, 2020.
- “The ECJ interim judgement in Coty Germany: an economic perspective,” with G.Labate, in The Coty judgment: Online selective distribution and platform bans, May 2018, *Concurrences Review* N° 2-2018, Art. N° 86631
- Chapters on market definition and on the estimation of damages in follow-on litigation in *Le Lamy Droit Économique*, Wolters Kluwer, 2018
- “Remarks on the calculation of local market shares,” with A. Chapsal, *Concurrences*, N°1-2011, 37–41
- “Credit Constraints and the Cyclicity of R&D Investment: Evidence from France,” 2010, with P. Aghion, P. Askenazy, N. Berman and G. Cette, *Journal of the European Economic Association*, vol. 10(5), pages 1001–1024

LANGUAGES

French (fluent)

PRESENTATIONS AND SPEAKING ENGAGEMENTS

- “Overview of the recent case law in the Union,” panel, Concurrences’ 5th Private Enforcement Conference, 22 June 2020
- Universités Paris I Panthéon-Sorbonne and Paris II Panthéon-Assas Annual State Aid conference, panel on aid to renewable energy production, 7 June 2018
- “Online selective distribution and platforms bans: the Coty judgment of 6 december 2017,” *Concurrences* seminar, 19 December 2017
- “Big data & competition,” *Concurrences* seminar, 23 March 2017
- “Strategic considerations in cartel follow-on litigation,” *Concurrences* seminar, 2 June 2016
- “The EC tax probe: when state aid met tax,” *Concurrences* seminar, 25 January 2016

