

## Erling Estellon

### Partner

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### Languages spoken

English | French



## About Erling

Erling Estellon leads the Antitrust & Competition team in Paris. Erling focuses his practice on a wide range of issues under EU, French and UK FDI and competition laws, with particular emphasis on merger control, foreign investment, abuse of dominance, cartel, distribution and public procurement matters.

Erling's practice has been recognized in *Best Lawyers*, *Lexology*, *Leaders League*, *Décideurs Juridiques* and *Global Competition Review*, and *Legal 500* describes him as "devoted to his cases and a hard worker". *Lexology Index* (formerly *Who's Who Legal*) notes that Erling is "one of the most experienced [FDI] practitioners in Paris" and highlights "his inside-out knowledge of the French civil system and his ability to predict the outcome of the most complex foreign investment procedures".

In addition, Erling maintains an active *pro bono* practice, including advising on human rights and environmental matters.

## Experience

### Antitrust

- Advising an airline in its appeal before the EU General Court in the Airfreight case.
- Advising a world sports association in connection with the successful closure of an investigation by the EU Commission and the Italian Competition Authority by way of agreed commitments.
- Advising Funeral Partners on the CMA's market investigation into the supply of funeral directors services and crematoria services.
- Representing a US company in the French Competition Authority's investigation into online advertising.
- Advising ATG Media in successfully defending itself against a CMA Article 101/102 probe in the auction house service sector, launched in November 2016. On 29 June 2017, the CMA accepted commitments from ATG Media, with no finding of infringement.
- Representing a gas buyer in a high-profile Swiss-seated ICC arbitration pertaining to a long-term contract for the supply of natural gas, raising issues under EU competition rules.

- Advising a client in relation to an investigation by the Portuguese Competition Authority into alleged abuse of dominance, including margin squeeze and refusal to supply.
- Representing an airline in a European Commission investigation into air cargo surcharges.
- Advising a Japanese multinational on cartel proceedings in the power cables sector before the European Commission and the EU General Court.
- Advising Greenpeace in challenging a state aid decision before the EU General Court.
- Advising a Japanese multinational on cartel proceedings in the wire harnesses sector before the European Commission.
- Representing a pharmaceutical company in the first pay-for-delay investigation by the European Commission (*Lundbeck*).
- Advising Hitachi-LG Data Storage in connection with the European Commission's investigation into optical disc drives cartel.
- Advising a major pharmaceutical company in an Article 101 TFEU investigation before the French competition authority.
- Advising AREVA in its appeals before the European Courts in the Power Transformers and Gas Insulated Switchgear cases.

### **Merger Control**

- Advising Kongsberg Automotive on the EU Commission's review of the €175 million sale of its Interior Comfort Systems (ICS) business unit to Lear Corporation. The EU Commission unconditionally cleared this transaction on 24 February 2022 (after a referral request under Article 4(5) of the EU Merger Regulation).
- Advising DCC plc in its acquisition of Azenn. The French Competition Authority unconditionally cleared this transaction on 28 May 2021.
- Advising Homeserve in its acquisition of joint control (with Mutares) of Carglass Maison. The French Competition Authority unconditionally cleared this transaction on 1 March 2021.
- Advising Studio Retail Group plc on the CMA's review of the sale of its Findel Education business to YPO.
- Advising Send For Help Limited on the CMA's review of its proposed acquisition of Solo Protect in March-May 2019.
- Advising A.C Nielsen on the CMA's Phase 2 merger control review of its proposed acquisition of Ebiquity Plc's AdIntel business. The CMA unconditionally cleared this transaction on 22 November 2018.
- Advising several banks on merger control aspects regarding the establishment of various fintech platforms.
- Advising the parties in the *UMG Groupe VYV/SMACL Assurances* merger. The French Competition Authority unconditionally cleared this transaction on 7 December 2018.
- Advising Decision Technologies on the CMA's merger control review of its anticipated acquisition by MoneySupermarket. The CMA unconditionally cleared this on 7 August 2018.
- Advising Auction Technology Group on the CMA's merger control review of its completed acquisition of Lot-tissimo. The CMA unconditionally cleared this on 12 July 2018.
- Advising Cott Beverages on the CMA's merger control review of the anticipated acquisition by Refresco of Cott's traditional beverages business. On the 29 March 2018, the CMA decided to accept a Phase 1 divestiture remedy as regards the parties' overlapping A-PET juice drinks business, thereby avoiding a Phase 2 review.

- Advising Ashtead Group plc on the CMA's merger control review of its acquisition of Lion Trackhire Limited, which was unconditionally cleared on 25 August 2016.
- Advising Visa Inc. in its acquisition of Visa Europe.
- Advising General Electric in its US\$13.5 billion acquisition of Alstom's Power & Grid businesses.
- Advising General Electric in the sale of its signalling business to Alstom.
- Advising General Electric in the US\$4.5 billion sale of its appliances business to Haier.
- Advising Cisco in its acquisition of NDS Group Limited.
- Advising a major industry group on the antitrust aspects of a hostile takeover.

#### **Foreign Direct Investment (FDI)**

- Advising on numerous FDI clearance proceedings (Phase 1 and Phase 2) in France, the UK and globally – including the negotiation/implementation of commitments with local FDI authorities.
- Conducting multijurisdictional FDI filing assessments.

## **Credentials**

### **Education**

- University of Paris I
- University of Paris II
- Institut des Hautes Etudes de Défense Nationale

### **Admissions**

- Paris
- Brussels
- England and Wales (Registered Foreign Lawyer)

## **Recognitions**

- Recommended in *Lexology Index: Foreign Investment Control 2026*
- Recommended in *Leaders League France for Antitrust, 2025 ("Pratique Réputée")*
- Recognised in the *Best Lawyers: "Ones to Watch", 2022 and 2023*
- Recommended in *Legal 500 UK for Competition, 2020 and 2021*

## **Expertise**

### **Services**

- Antitrust & Competition
- Communications

## **Publications**

- Author, "Regulation on Vertical Agreements and the Vertical Guidelines", ECLF submission to the European Commission, 17 September 2021.
- Author, "Getting The Deal Through: Pharmaceutical Antitrust – Overview", *Global Competition Review*, 2012.

## **About our firm**

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.