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Sainsbury's Supermarkets Ltd v (1) MasterCard Inc, (2) MasterCard International Inc, (3) MasterCard Europe S.P.R.L.

Day 23 Redacted
March 16, 2016

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Wednesday, 16th March 2016
(10.00 am)
(Beginning of open session)
Closing submissions by MR HOSKINS (continued)
MR JUSTICE BARLING: Good morning, Mr Hoskins.
MR HOSKINS: Good morning. Last day.
MR JUSTICE BARLING: Ready to do battle again?
MR HOSKINS: Excitement in the air.
MRJUSTICE BARLING: A feeling of celebration going on.
MR HOSKINS: You have got work to do now.
MR JUSTICE BARLING: We know that.
MR HOSKINS: Exactly. I won't gloat too much.
We left yesterday, I was about to do the adjusted
cost benefit analysis. So I'm going to pick our closing
submissions up at page 116.
As you know, Dr Niels has conducted a cost base
analysis. Mr Brealey got very excited at the start of
his closing submissions by the sentence at
paragraph 350, that:
"Dr Niels had used the same subset of costs used by
the Commission in 2002."
He said that credit write-offs were not included in
the free funding period. He is absolutely right about
that, they are not included in the free funding period,
but that's because they are included in the costs of

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providing the payment guarantee.
So if I can take you to the Visa decision. That's
E1, tab 2, page 31.
MRJUSTICE BARLING: Yes.
MR HOSKINS: Because that's where the analysis of the four conditions starts. And at page 31 you see the heading "First and second conditions".
Then page 32, bottom of the first column "according to the Commission", so you are moving into the Commission's analysis. Then the crucial part begins at recital 83 , and then I think the easiest thing is if I can read to you $83,84,86$ to 88 and 91 .
So $83,84,86$ to 88 and 91 .
MRJUSTICE BARLING: Yes. Do you want us to read those?
MR HOSKINS: Yes, I think that is the easiest thing, if you don't mind.
MR JUSTICE BARLING: Do sit down if you want to.
MR HOSKINS: I'm fine, thank you. (Pause)
You will see in particular it is 87 .
MRJUSTICE BARLING: Right.
(Pause)
MR HOSKINS: So you will see from 84 the three cost categories: The cost of processing; costs providing the payment guarantee; costs of the free funding period.
Then you will see from recital 87:
"As to the cost element of the payment guarantee relating to bad debt write-offs arising from cardholder default," etc, etc.

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\text { Then } 88 \text { that follows. }
$$

So yes, it is not in the free funding period, but it
is in a different category.

MR BREALEY: I can do this in reply, but you have to also go to footnote 16 on page 22 which defines ...
MR JUSTICE BARLING: Footnote 16.
MR HOSKINS: It is the last sentence of footnote 16.
MR JUSTICE BARLING: On page 32?
MR BREALEY: 22.
MRJUSTICE BARLING: 22, sorry.
MR HOSKINS: What one has in this decision is an exemption granted on the basis of payment guarantee including credit write-offs. And what Visa has to do in the future is provide future cost studies, and the
Commission said the future cost studies shouldn't include default losses.
MRJUSTICE BARLING: Other than the ...
MR HOSKINS: So you have an exemption granted with default losses in and a future, the Commission monitoring going ahead and asking for stuff without it in.
MR BREALEY: Sorry:
"Any default losses occurring during the free

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funding period are included in the MIF cost study."
So after, say, the 28 days if you default after
a year, well, it is for the Tribunal to interpret it, but we have always understood that to be that after the free funding period default losses are not included in the MIF cost study.
MR HOSKINS: Which is plainly inconsistent with the substantive recitals 87 and 88 which I have just shown you.
MR JUSTICE BARLING: I don't quite understand how there would be a default loss in the 28-day period.
MR HOSKINS: Well, exactly.
MRJUSTICE BARLING: How would that arise because no one expects any payment during the 28-day period, do they?
MR HOSKINS: No. I agree it is not the most happily drafted decision, but if one is asking which is the tail wagging the dog, I strongly suggest that you look at the substantive reasoning in 87 and 88 which is quite clear, rather than a rather ambiguous sentence in footnote 16.

> It is a different point anyway. This is really
a splitting hairs point because the truth is, as we will see when we come to what the two experts say, Mr von Hinten-Reed didn't challenge credit write-offs being included in adjusted cost benefit analysis. His only complaint -- we will see the difference between the
experts in the way they have approached the analysis in this case -- is whether you include benefits of credit.

But the truth is we are not saying -- you have our submission -- you are not bound by any of these Commission decisions. You should have reference to them, and if you decide on the basis of the evidence that having credit is a benefit to merchants -- not just in all the ways I have outlined, but also for the reason I have described, which is they will get payment for sales that are made where the cardholder doesn't actually have the money to pay for it, so those are the write-offs, if that's a benefit, and we say it clearly is, then it is for the Tribunal to decide whether that should be included in the adjusted cost benefit analysis or not.
We are not asking for a slavish adoption of this decision or any other decision. We are asking you to exercise your judgment. There is no real dispute, Mr von Hinten-Reed accepted it, that individual merchants, his point is -- the legal one he is wrong on -- but he accepts individual merchants get a benefit. When someone uses a credit card, the merchant gets the money that the cardholder subsequently defaults. The merchant still gets the money.
MR JUSTICE BARLING: It is quite tricky though that one,
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isn't it? Because the way you draw, if you draw a line, and if so where you draw the line because the -obviously the issuer gets presumably adequately, if not well remunerated through, you know, for his credit, the credit he gives, and it can be said that there's also of course a benefit to the merchant and to at least --
MR HOSKINS: I'm going to deal with interest, sir, because obviously it is an issue. What do you do about interest revenues and the cost benefits analysis. So I am certainly going to come to that.
MR JUSTICE BARLING: That was why Dr Niels has his slightly rough and ready --
MR HOSKINS: Well, exactly. That's the point. There isn't a right answer here. In a sense what you have got is you have got two experts. I will develop this. I'm in the same ground, I'm not saying our approach is perfect but when we come to it you can look at the two and say which is preferable and you can take your own view based on that that, in our submission, as I will show you, the Dr Niels approach, yes, rough and ready, but it is far preferable to the Mr von Hinten-Reed approach which simply ignores the benefits which merchants get from credit. But I will come to that.

So back to the closings. Paragraph 350. You have the point Dr Niels has conducted the cost base analysis.

He has used three categories: processing costs, payment guarantee, free funding period. He is including credit write-offs, and what he does is he doesn't say "I'm going to attribute all those costs as giving rise to benefits to merchants". He says "I will do an analysis attributing $25 \%$ of those costs effectively to merchant's benefits and 50\%".

By doing that, you will see the figures he gets at 350A for credit cards, he gets a range of between $0.75 \%$, and that's if you allocate $25 \%$ of the credit cost to merchants, and he gets 1.31 if you allocate $50 \%$ of the credit cost to merchants.
Then we make the point, it is one I have made already, Mr von Hinten-Reed accepts that a cost-based methodology is useful as a cross-check. So there's common ground between them that it is worth doing this exercise, it can be useful.
We make the point at 352:
"Issuer-based cost approach was used by the Reserve Bank of Australia. It was also used by the USFederal Reserve in relation to their debit card regulation."
So it is a system that is recognised and used by other authorities. It is not an outlier.
The main issue of principle between the experts we identify at 353 with a quote from Mr von Hinten-Reed's

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second report:
"In his first report, Dr Niels argues that issuers' costs are a practical proxy to assess benefits ...(Reading to the words)... 0.75 to 1.31. This result is mainly driven by an inclusion of credit costs. When these costs are excluded, as they should be as only the transactional benefits [I think that should be ought] to be taken into account, the cost base MIF falls to 0.2 to 0.35."

So you see the dispute between the experts is: do you include anything for credit costs?
You understand immediately my point. You have got the problem again of Mr von Hinten-Reed saying you assume that credit is of no benefit whatsoever to merchants. You heard my submissions yesterday afternoon as to why credit is clearly of benefit to merchants in a number of ways.
Of course the problem that Mr von Hinten-Reed has is just his false legal premise, that he thinks you have to look at all merchants in the aggregate. And as I showed you in the case law, that's just simply incorrect. You are looking at merchants who accept credit cards.

There is a query, is the market merchants who accept
MasterCard or is it merchants who accept all credit cards, but I don't think it matters for the purposes of

1 this analysis because Mr von Hinten-Reed is clearly
wrong on the law.
So, again, that is the choice you have got, or
that's what informs the decision you have to make. You
have got an expert who says, well, credit is clearly of some benefit to merchants and I'm going to take account of that in a rough and ready way by assigning $25 \%$ to $50 \%$ of the costs. These particular costs categories, I'm going to say that that represents the costs that have to be incurred to give the benefits to the merchants and do a calculation.

You have got another expert, Mr von Hinten-Reed, who says "I will take no account of any benefits merchants get from credit", and we say the former is clearly far more realistic than the latter.

At 355 we set out some of the reasons from the
literature which show why Mr von Hinten-Reed's approach, to assume merchants don't benefit in any way from credit, is wrong. I have made a number of submissions on that, but these were quite useful just to tie it altogether.
Rochet and Wright:
"Offering credit allows individual merchants to make sales that they otherwise would not make. The ability
to make these incremental sales is the major reason

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explaining why merchants accept credit cards and,
indeed, are willing to pay higher fees to do so compared to the fees paid to accept debit cards. Prior to the widespread use of credit cards, store credit was much more widely used than today."
Rysman and Wright:
"Simply put, when a merchant accepts card it is improving the quality of the service ...(Reading to the words)... and is only natural that this allows it to charge a higher price. The more surplus it can offer consumers, the more it is willing to incur a cost to do so. This phenomenon is no different from any other service that a merchant may employ to attract customers for which it does not set a separate price."
I put that to Mr von Hinten-Reed in
cross-examination and he agreed with that as a principle.
Then Tirole:
"In general though, the second notion exceeds the first. Consumers may inquire into whether the shop takes the card before going to or entering the shop ...(Reading to the words)... results in extra sales." Again, put to Mr von Hinten-Reed and he said that was obviously correct, in cross-examination.
So he continuously accepted the economic theory, but
he retreated then to his, I'm afraid, mistaken view of the law to justify his narrow approach. But he accepted economic theory at every turn.

## Then F, Tirole again:

"Suppose first that a customer in the shop does not have enough money in his bank account to purchase the good or service immediately. Either the purchase was unforeseen or the transaction costs of asking for an overdraft facility at his bank were perceived as high. Were the merchant not to accept credit cards, the transaction would not take place, generating a loss for the cardholder but also for the merchant who would then lose the usually substantial mark ...(Reading to the words)... insofar as it allows sales to take place earlier than would otherwise have been the case." So there's almost no dispute on the theory. The actual dispute is the law, and as I have explained Mr von Hinten-Reed is simply wrong on the law. In our submission, what the Tribunal should be doing in accordance with the law is taking account of benefits to merchants and seeking to come up with an acceptable benefit of MIF which takes account of that whether that's through the cost benefits analysis or the MIT-MIF, but more likely doing both, and taking a view in the round as to where the proper answer lies.

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It is probably best then to deal with some of Sainsbury's subsidiary arguments in relation to this. We pick these up at paragraph 358 of the closing submissions.
At 359 there is the point that Sainsbury's made to say, well, Dr Niels' assessment, his cost benefit based analysis, is based on the 2008 EDC cost study, which is based on 2007 data. That's out of date. But I mean, that's too facile because the claim period is December 2006 to December 2015. So using 2007 data for a claim period that begins at the end of 2006 is eminently appropriate.
Now, I accept of course as over time 2007 data will become more out of date, but Sainsbury's have got the opposite problem with their MIT-MIF approach because for the MIT-MIF everyone is relying on Deloitte's survey 2015, which is great for the end of the period but, of course, is no good for the beginning of the period.
So again, it is really, yes, it is a valid point, we are struggling with data which is relevant for the whole period, but it cuts both ways.
What Dr Niels did say, this is paragraph 361 of the closing, he said:
"It is likely that reliance on the 2007 cost data

| will actually underestimate the appropriate MIF because | 1 |
| :--- | ---: |
| the most significant element of the cost which is credit | 2 |
| default has actually rose significantly for part of the | 3 |
| period because of the financial crisis." | 4 |
| Again, it is rough and ready but that's where we | 5 |
| are. He says actually relying on the 2007 data is | 6 |
| likely to lead to an underestimate. | 7 |
| The second point is the interest point. What do you | 8 |
| do about revenues? Interest revenues. The first point | 9 |
| is the MIT-MIF takes no account of interest revenues | 10 |
| either. So this isn't a criticism that one can level | 11 |
| solely at the cost-based approach because the MIT-MIF | 12 |
| doesn't take account of interest at all either. | 13 |
| What this comes from, of course, is the | 14 |
| General Court -- you have been shown it on a number of | 15 |
| occasions by Mr Brealey -- referred to a need to take | 16 |
| into account other revenues obtained by issuing banks. | 17 |
| But remember, again, that I said that was an appeal | 18 |
| against the Commission decision. It was a judicial | 19 |
| review. So the General Court is looking at our | 20 |
| particular decision within that framework. | 21 |
| What we know subsequently is, for example, | 22 |
| the Commission has adopted a number of decisions, | 23 |
| commitment decisions, exemptions, which have taken no | 24 |
| formal account of interest revenues because they have | 25 |

applied a MIT-MIF test which doesn't look at interest as such.
We know that the Reserve Bank of Australia has used a cost-based approach, that the Federal Reserve has adopted a cost-based approach. Our submission is, yes, there is that sentence in the General Court, but it is quite clear, and I think this chimes with our submissions generally, that the world has moved on in terms of learning and analysis as to how one tries to identify the exemptible level of the MIF. And there is no hard legal requirement, we would submit, to take account of interest revenues.
MRJUSTICE BARLING: Would it be permissible to take into account the revenues from interest in order to reach a rough and ready apportionment of the kind that Dr Niels reached?
MR HOSKINS: What do you mean by "permissible", sir? Do you mean, legally or economically, can you do it?
MRJUSTICE BARLING: Either or both.
MR HOSKINS: I can't say no. What I can say is our
submission is there's no -- I don't think -- in our submission there is no hard legal requirement because of the context in which the General Court made that statement for you to do so.
The economic theory, both in terms of a MIT-MIF and
a cost-based approach, all the articles we have looked at don't suggest that it is necessary to take account of interest revenues in order to come up with the appropriate level of exemptible MIFs. So in terms of economic theory and where it has got to, none of those articles actually suggest that you have to take account of it. I think there's one that refers to it, and I think it is Tirole. I would need to go back and check.

But they actually say you should take account of it because it would lead to a higher MIF because the revenues that come from card use the issuers get then allow them to offer better services to cardholders and, indeed, compete amongst themselves. So rather than seeing interest revenues as something that should reduce the MIF, that economic argument is it is actually a benefit that should be taken account of and would lead to a higher MIF.

It is set out in our opening submissions.
MRJUSTICE BARLING: Presumably the reason, on the bottom end of his range, $75 \%$ of the credit costs he apportions to the issuer and only $25 \%$ to the merchant, is because the issuer gets some benefits?
MR HOSKINS: Yes. I mean, what he is trying to arrive at is fair share.

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MRJUSTICE BARLING: Yes, exactly. But fair share must take account of revenue, mustn't it?
MR HOSKINS: I don't think it is clear from Dr Niels' report whether he was formally doing that. But insofar as you have to do the exercise, you can look at it and say we have had evidence on the benefits, we have evidence on interest revenues, and our conclusion is that taking all of that into account, a fair share is to take the $25 \%$ of the costs on to merchants. There's certainly nothing to stop you doing that.
MR SMITH: I quite take your point that neither test, MIT-MIF or a cost-based approach, is very clear on the interest received by issuing banks. But in a sense one can see why logically, on the merchant indifference test, interest is left out of the account, because it is a test which is entirely focused on the benefits that the merchant receives through a participation in a credit card or debit card scheme and it just doesn't look at the costs of the issuer at all. They are just not regarded as relevant.
So since one doesn't look at the costs, why should one look at the benefits received?
MR HOSKINS: I understand it is a more natural point to take in relation to the cost-based approach, I agree.
MR SMITH: One can understand that.

MR HOSKINS: Before you move on, what it shows, sir, if one accepts that MIT-MIF is an appropriate way to get exemptible level, then when you look at what the General Court says, what the General Court can't have been saying is you can't have an exemptible level of MIF reached by methodology that does not take any account of interest revenues. Because the Commission has arrived at exemptible levels of MIF without taking account of any interest because it has used the MIT-MIF. So that is the way I would put it.
MR SMITH: Yes, I see. But as you say, the issue is much more nuanced.
MR HOSKINS: Alive in the costs one. Yes, I accept that. I accept that.

But my point is there is no formal hard legal requirement to adopt an approach that takes account of interest because clearly the MIT-MIF is one of the ways in which you can do it and it doesn't take account of interest.
MR SMITH: Yes.
MR HOSKINS: That's more a legal point than an economic point.

At 363, we also had the evidence, and we had second
Sidenius as well, that the Baxter cost-based methodology
does implicitly take account of revenues earned by

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issuers. And we have set out the exchange in relation
to that and you will remember the mini Baxter and the maxi Baxter etc.
364, I mean, again, we are in rough and ready -- we are in broad axe territory, but it is important to bear in mind that the three cost categories which are used in the adjusted cost benefit approach don't reflect all the costs that are incurred by issuers. They are just a subset of those costs. And there is a large portion of costs incurred by issuers which are not included, and we set out some examples of them in 364A, B and C.
So, again, there is probably some underestimate in itself by just looking at certain cost categories. Not a complete picture. It doesn't take account of interest, but nor does it take account of all the costs. You go to Baxter or maxi Baxter for that sort of exercise. It is to be described as a proxy and that is in truth what it is.
MR SMITH: It is pretty much leaving out of account all common costs and only looking at incremental costs of the provision of the cards.
MR HOSKINS: You are probably right, but I haven't thought about it that way, sir. That's why I'm hesitating.
MRJUSTICE BARLING: Such as premises.
MR SMITH: Premises, staff, IT, infrastructure.

MR HOSKINS: That's the thing. Yes, I'm not sure -processing costs -- processing the payment helps both sides just in terms of the mechanics. That's why I hesitated with common costs. But yes --
MR SMITH: That might be common to both sides, yes. I meant costs that were common to the range of services provided by an issuing bank, those are --
MR HOSKINS: I see, sorry. Yes, it doesn't include those.
MR SMITH: And what you are focusing on is what you'd call the incremental cost of providing this particular service, namely issuing cards. I do take your point that the settlement system is something which has got the involvement of both the acquiring banks and the issuing banks, and in a sense both benefit.
MR HOSKINS: For example, it leaves out reward programme costs, the costs of providing rewards. As we have seen, that is a very important part of the whole economic basis of these schemes, how they compete, how they gain market share. And my submission that you have heard is the more successful a scheme is, including by offering rewards, the more cards there are, the more merchants benefit because the benefits they get go up. It is not simply there are costs not included that are not relevant.
When I say this is a proxy because it doesn't take

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account of all costs, there are strong arguments on these, if you are trying to do a job of perfection you certainly would take them into account. But they're not.
MRJUSTICE BARLING: So it is $25 \%$ to $50 \%$ of a subset of cost?
MR HOSKINS: Correct. Of the three categories.
The next point at 366 is that during the period of the claim, MasterCard used this sort of issuer cost-based approach. And it is important to note that the UK MIFs set were substantially below the results of the cost studies on each occasion.
We give the figures at 366. They are confidential, but you will see there is a very substantial reduction from what's indicated by the cost studies in terms of what MIF was actually charged at the end of the day. So it is not simply that a cost study is done and all those costs are lumped on to the merchants. What MasterCard is trying to do, as the evidence shows, is come up with a fair share that takes account of all the interests of all the parties who want the system to succeed.
MR SMITH: Speaking at the level of abstraction now, the process one ought to go through if one is taking a cost-based approach is first of all to identify the relevant costs, as it were, that are incurred by the
issuing banks. In other words, which ones one should
look at and which ones one shouldn't look at, and
clearly there are a range of views one could have there.
And then having established that, you need to determine
as between the two sides of the market where those costs
should be allocated, in other words the distribution
rights.
MR HOSKINS: Yes, you could do it at Hlevel for each
category of costs, or you could actually do it at the
end of the day and look at where the costs are. In
a sense, that is the next point at 367 .
Again, some of this is blue so I have to be careful,
but you will see the punchline: around 30\% of costs of
the MasterCard scheme were borne by merchants,
around 70\% were borne by cardholders.
Again, rough and ready. Again, that is the end of
the process that you could look at and say: is that
roughly right?
Unless you have other questions, those are our
submissions on exemptible level. I was going to
move on.
MR SMITH: I suppose Ijust had one question, which was we
obviously are focusing on credit cards much more than
debit cards. Given the way in which the Sainsbury's
claim is structured, they are much more important.

MR HOSKINS: Yes.
MR SMITH: For that reason we are perhaps talking about exemptible MIFs in terms of a percentage. But of course on the debit card side, the general practice is not to have primarily a percentage, but to have a flat rate.
MR HOSKINS: Yes.
MR SMITH: When we are considering MIFs in the context of debit cards, ought we to be thinking in terms of a flat rate or a percentage rate?
MR HOSKINS: The claim, as you know, relating to debit cards, is less than $1 \%$ of the total claim. So I'm not sure either party is pushing you to do a Rolls-Royce job on debit cards particularly. I will leave that to Mr Brealey to say if I'm wrong, but I'm really not sure whether it is worth anyone's while to have that. Both the experts have.
MR SMITH: They have both addressed it?
MR HOSKINS: Correct, they have come up with figures for debit cards but I think they are both percentages.
MR SMITH: They are both percentages, indeed.
MR HOSKINS: Certainly for our part we would be perfectly happy for you to adopt a percentage-based approach just because it is such a small part of the claim. But you are absolutely right, in terms of the practice for debit cards the practice is it is not ad valorem, it's per
transaction. Or flat rate, sorry.
MR SMITH: Is the reason for the difference because the costs in relation to credit cards are proportionate to the amount that is spent in a manner that is more significant than is the case with debit cards?
MR HOSKINS: I just don't know the answer. I would be fishing. Maybe it is somewhere, but I just don't know.

I think, you know, the practice has been there.
That's the way it was done. I doubt we have got -- it may be there, but going back in history -- why the credit cards were done that way and why debit cards were done differently.
PROFESSOR JOHN BEATH: I suspect it probably has something to do with debit cards are thought of as the first thing after cash, and cash transactions were always dealt with as a fixed sum. I think it is historic.
MR SMITH: No thanks to you, Mr Hoskins, but thank you very much, Professor Beath.
MR HOSKINS: Well, I'm used to that.
MR JUSTICE BARLING: Mr Hoskins, apropos of nothing -MR HOSKINS: This is going well.
MR JUSTICE BARLING: -- but because it slipped my mind earlier when I should have raised it, I don't think you said anything -- correct me if I'm wrong -- about infringement by object.

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MR HOSKINS: There is a reason for that.
MR JUSTICE BARLING: Well, yes, but Mr Brealey --
MR HOSKINS: I know you have got to deal with it.
MRJUSTICE BARLING: Yes.
MR HOSKINS: It is dealt with in the closing submissions.
MR JUSTICE BARLING: So you don't want to add anything to
what -- don't go into it now --
MR HOSKINS: I will say it very quickly. I will summarise it now.
The tests for object is something which is obviously a restriction of competition, without having to go into any detail of the economic context. What have we been doing for the last seven weeks? There is absolutely no way of applying the Cartes Bancaires test that this is a restriction by object.
Mr Brealey never --
MRJUSTICE BARLING: He came close to saying he wasn't pursuing it, but he didn't quite go that far.
MR HOSKINS: It is dealt with and it has to be obvious. As soon as you have to start getting your hands dirty in the context, it is not a restriction by object, that is the case law. It is a crude way of summarising it, but that is the case law.
MRJUSTICE BARLING: We have read it, but we will think about that.

| MR HOSKINS: Because of time I'm not going to go into the | 1 |
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| appropriate damages counterfactual, but it is obviously | 2 |
| an important point. This whole idea of switching | 3 |
| migration we have covered a lot in any event in the | 4 |
| counterfactuals, but I will leave you with the written | 5 |
| submissions on that unless you have got any particular | 6 |
| questions on it. | 7 |
| MR SMITH: No, but unless you are going to address it, this | 8 |
| question of interest and how it is computed, that's | 9 |
| simply something which, again, we have no particular | 10 |
| information to guide us on. In other words -- | 11 |
| MR HOSKINS: Interest in what context? | 12 |
| MR SMITH: Interest received by crediting banks for the | 13 |
| credit extended to cardholders. Because as I think we | 14 |
| put it to Mr Brealey, you can see the free credit period | 15 |
| in one of two ways. Either you say, well, it is a cost | 16 |
| because you could have received interest for that 28-day | 17 |
| period and you have foregone it, ergo a cost, or it | 18 |
| isn't a cost because it has been fully factored into the | 19 |
| interest which is charged to the revolvers to the | 20 |
| benefit of the transactors. | 21 |
| MR HOSKINS: Yes. | 22 |
| MR SMITH: Really, we don't know which is the case. | 23 |
| MR HOSKINS: Again, there's not necessarily a correct answer | 24 |
| to that. You know the way we approach it. You know the | 25 |

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way Mr Brealey approaches it. I come back in a sense to the submission I just made in relation to the cost benefit analysis. It is a proxy, and I have shown you the sorts of example where it is only a subset of the costs, I have shown you where the split ends up, 30/ 70 etc. I'm not sure I can do any better than that, to be honest.
MR SMITH: It is simply a fact we bear in mind if we take the approach in terms of the split of costs that we apply.
MR HOSKINS: I think that's the best I can do and it is probably the best you can do as well on the best evidence you have before you.
MRJUSTICE BARLING: We haven't got any evidence as to whether or not it was factored in to the interest rates, have we?
MR HOSKINS: Factored in by whom, sorry?
MRJUSTICE BARLING: By the issuing banks, or any of them.
MR HOSKINS: Mr Cook reminds me, in relation to his
Sainsbury's Bank benefits point he took in cross-examination he went to the analysis internally of Sainsbury's Bank about the profitability of the scheme. And you know what his submission is, that it was profitable not because of interest revenues but because of the MIT.

MRJUSTICE BARLING: Yes.
MR HOSKINS: So you have that. Certainly that's not saying that every bank's in that position, but clearly there are banks that don't have lots of revolvers and wouldn't be able to support a scheme purely on the basis of interest. I think that's clear.
You do have the second Sidenius maxi Baxter material which when it was done it did take account of interest revenues, it still supported the way MasterCard were doing it at the time. You have that. None of this is perfect, but I think that's the best evidence there is. MR SMITH: Thank you.
MR HOSKINS: That's the test.
So the damages counterfactual is page 127 and I will leave you with that and I will go on to pass-on and mitigation of loss.
I can start doing this in open court, but I'm afraid there will come a time when I hit yellow and I'm going to ask for it to go into closed session. But I will do as much as I can in open first.
I will start with a statement of the obvious. The fundamental basis of quantification for a victim of a tort is to put the victim in the position he would have been in if the wrong had not occurred. But what you are actually looking at is whether, in relation to
a commercial enterprise, they have suffered a diminution in profits as a result of the wrong.
A good example of that is the taxation issue,
BTCv Gourley. So in a straight overcharge case, for example, in a cartel overcharge case, it is not enough to establish what the level of overcharge was and then multiply it by the number of sales. You then have to go into what the tax position is because they are getting the money, say, 10 years later. And if the tax regime has changed, then the money will have a different value in their hands.
The fact that the courts in BTCv Gourley say you must take account of that sort of tax position is just an example to demonstrate that you are looking at diminution in profit, and it is not enough just to show that there has been some unlawful element of overcharge. You are actually looking at the position in the round of the enterprise and seeing if it has suffered any loss of profits or not.
The possible effects of a MIF overcharge on Sainsbury's appear to be threefold. This is paragraph 424 of the closings. Mr Von Hinten-Reed identified the three as follows. He said as a result of any overcharge, it is possible that, relative to a scenario in which there was no overcharge, Sainsbury's
prices might have been higher.
Now, that's pass-on. Spend in other areas might
have been lower and that's basically offsetting costs
elsewhere in the business to take account of the increase in costs due to the overcharge. Or profits might have been lower.
Just to set out where I'm heading with this. In relation to pass-on, as you know, our submission is Sainsbury's is not entitled to claim damages in respect of any part of the MIF overcharge which is passed on. In relation to the second category, offsetting cost cuts, again we submit that Sainsbury's is not entitled to claim damages to the extent that any part of the MIF overcharge was mitigated by cutting costs elsewhere. I will come to the detailed evidence on that.
But if a company mitigates any potential loss by taking axe elsewhere, we say it follows from British Westinghouse that that is then not recoverable. But I will come to that and I will deal with that in more detail.
PROFESSOR JOHN BEATH: Sorry, in this context would mitigation imply that there was no adverse damage felt by the party? Somehow mitigating it is you have found some scope, but you don't really feel you have lost anything?

MR HOSKINS: That's why I stressed the lost profit point at the start. I would say the test is, as a result of the wrong, any unlawful overcharge in the MIF, has as a matter of fact Sainsbury's suffered any loss of profit? Our submission is it won't have as far as it has passed through. And insofar as anything wasn't passed through but was offset, then equally it has not suffered any lost profit as a result of that overcharge.
MR SMITH: Can I test that a little bit.
MR HOSKINS: Can I come to it separately? Because what I would like to do is deal with the first one, which is pass-on, and then -- I know you are going to test me on it, I understand why -- deal in detail with that second category. I'm just setting out the roadmap, because I need to go further, I need to deal with British Westinghouse and material like that, and I would rather deal with it after we've done pass-on, as long as you are satisfied with that, sir.

## MR SMITH: Okay.

MR HOSKINS: Thank you.
The third category is reduced profits. It is quite odd in a sense because Sainsbury's hasn't provided any analysis to suggest what its loss of profits as a result of any overcharge was. What it does is deny pass-through in its entirety, and then we will have this
issue about whether offsetting costs has any effect on the quantification or not.

But it is odd, because one would expect, in a claim such as this, a company to say the lost profits is X and have a figure.

Let me go to the legal principles. I didn't take you to the judgment itself, but we have set out the passages and we set them out in opening, but British Westinghouse is the leading case certainly on mitigation and, beyond that, how you generally apply the compensatory principle put in the position you would have been if the harm hadn't occurred.
It is actually quite dramatic facts. It's worth reminding oneself what happened in British Westinghouse. This is paragraph 430. The claimant purchased turbines from the defendant. The turbines were provided at various dates during 1904, 1905, 1906. And after they were installed it was discovered they were defective, but the defendant carried on using them until 1908. So some of them had been in use for four years, three years, two years. It was a long time they carried on using them.
Then they went out in the market and bought new turbines, and the new turbines were better than the old ones so it put them in a better position than they would
have been in because of the superior efficiency. That wiped out the loss.
That's quite dramatic because something that British Westinghouse did four years later was deemed to be something that had to be taken into account when deciding what the quantum of loss was.
The principles, it is important to see them because I will come back to these when we talk about whether offsetting costs is mitigation of loss or not.
The principles, at 431, the Lord Chancellor, Viscount Haldane:
"The fundamental basis is this compensation for pecuniary loss naturally flowing from the breach. But this first principle is qualified by a second, which imposes on a plaintiff the duty of taking all reasonable steps ...(Reading to the words)... prudent man would not ordinarily take in the course of his business."
That's not this case. We are not saying this is something that Sainsbury's should have done but didn't.
But the next bit is this case:
"But when, in the course of his business, he has taken action arising out of the transaction which action has diminished his loss, the effect in actual diminution of the loss he has suffered may be taken into account even though there was no duty on him to act."

So if you do take steps, even though you are under no duty to do so, you do take steps which mitigate your loss, that is to be taken into account.

Then B at 690:
"I think that this decision illustrates a principle which has been recognised in other cases, that provided the ...(Reading to the words)... in the ordinary conduct of business, properly have taken ..."

That is almost like a causation test:
"If the steps they have taken are taken as a result of the wrong in the ordinary conduct of business, then it is to be taken into account in the calculation. The subsequent transaction, if it is to be taken into account, must be one arising out of the consequences of the breach and in the ordinary course of business."

So that is the causation test. For it to be relevant.

Then C:
"I think the principle which applies here is that which makes it right for the jury or arbitrator to look at what actually happened and to balance loss and gain. The interaction was not res inter alios acta, but one in which the person ...(Reading to the words)... in which he was placed by the breach."

Then the bottom of the page:

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"It formed part of a continuous dealing with the situation in which they found themselves and was not an independent or disconnected transaction."
We say that principle is one of the ways you can
justify -- I mean, pass-through in English law, you can take it as being relevant because of the general principle you only get compensated for loss that has actually been suffered. Some people suggest that the principle underpinning, legal principle underpinning pass-through is this mitigation. Or indeed, if you have taken steps which mitigate then you can't recover and that would cover pass-on
But as I said in opening, there is no dispute
between us that pass-through is relevant to
quantification, and we have been through the cases where
it has been accepted by the English courts, but
admittedly without argument that there is no argument to suggest that it is not relevant here.
I will come to the EUlaw in a minute. Before I get
there, what I will just say is the broad axe, because if
the broad axe applies to the quantification of damages
we say it applies at all stages of quantification. That must follow.

So the broad axe, if it applies at identifying what
loss, if any, or what level of overcharge, if any, there
was, it must equally apply to pass-through. Because it is a general principle of quantification and it can't be one that applies purely for the benefit of the claimant and not for the defendant.

MRJUSTICE BARLING: How do you mitigate loss, other than by a direct pass-on in price? How do you mitigate loss caused by an overcharge which is alleged to have taken place here?
MR HOSKINS: Let me set up two situations. There is a reason I want to take this separately, but I can see everybody wants -- it's an interesting point, so let's go with it now. Put pass-through on one side, we will assume there's no pass-through in this case. This point will equally arise if there is some pass-through, but not complete pass-through.

So there is an overcharge in the MIF, we have got to that stage in the analysis. If what had happened -let's say the overcharge is worth 20 million a year, and if it is shown as a matter of evidence at the end of the year Sainsbury's profits are 20 million less than it would have been, they can claim that 20 million. Our submission is what happened in this case is that in the ordinary course of business, as a result of the wrong, what Sainsbury's says it has done is it has recognised a cost in the MIF and it has sought to deal with that

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loss by making cost savings elsewhere.
So at the bottom line, at the end of the day has Sainsbury's suffered a loss in profit as a result of the MIF overcharge? No, because it's offset. Is the offsetting legally relevant to the task of quantifying damages? We say yes, because the offsetting arises as a result of the wrong, the MIF overcharge, and the offsetting took place in the ordinary course of business.

Now, the reason why we say it is mitigation, what happened in Westinghouse of course is what the claimant went out and did was actually got new turbines that were better than the old ones, and therefore it didn't suffer any loss in profit over the course going forward because it --
MR SMITH: It did two things, Mr Hoskins. It lived with the defect for a number of years, operating the machines with the defect, and then in its own good time it replaced them. So it is a combination of those two factors. And isn't there some significance in the fact that the plaintiff in that case simply chose to live with the defect?
MR HOSKINS: I think it would have been exactly the same approach in law if the machines had gone wrong on day one and they had gone out and bought replacements
from a third party that were more efficient. Because you would have had an issue there about the extra cost they had to pay because they are buying two sets of turbines, but insofar as the new turbines gave them
a benefit in terms of efficiency, that would have gone into the equation in terms of the overall calculation.

So it would have been exactly the same legal principle applied if they'd bought new turbines on the second day. Passage of time makes no difference.
What one has here, let's assume in
British Westinghouse the facts were they went out and they bought turbines, that, rather than being more efficient or as efficient as the new ones, were a bit more efficient, and all that did was mean that rather than being in profit over the piece because they ended up with more efficient turbines, let's assume over the piece they actually ended up neutral and they had suffered no loss.
The result in British Westinghouse would have been the same. There would have been no recovery and that's all that has happened here because of steps taken in the ordinary course of business they have suffered no loss.
The actual claim they could have for this would be if they could show that they had suffered a loss of profits because of the offsetting cuts made. So take

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the sweet shop example. A person is laid off because of an increase in the MIF overcharge. The result of that is because there is a member of staff less, the shop makes less profit. That would be recoverable. That is the same here. The actual loss that's suffered, there's nothing in the offsetting loss, but if as a result of cost savings made elsewhere there was a loss of profits, it is exactly the same as the volume loss on the pass-through claim. There is no such claim.
MR SMITH: Sorry, Mr Hoskins, how do you square what you have just said with what you quote at page 142, paragraph Cin British Westinghouse:
"Apart from the breach of contract, the lapse of time had rendered the applicant's machines obsolete ...(Reading to the words)... replacing them with new and up-to-date machines."

It is the --
MR HOSKINS: But the point of that -- sorry -- is that there was no obligation on them -- well, there might have been a duty to mitigate. The point is this arose in the ordinary course of business. That's what that's going to, because what's happening here is the machines became obsolete. So in the course of business they went out and bought new machines, and that's why it is causally relevant.

MR SMITH: Indeed. They endure the defect for however many years, and in the ordinary course of business they retire the machines and put in the new ones. And you can see why --
MR HOSKINS: But they retire them sooner than if the machines had been fit for purpose. It is not simply that these machines when they bought them had a shelf life of two or three years. I do not think that is the basis of British Westinghouse, because there was a claim for contract because the turbines were defective. That is the point of British Westinghouse. There was a claim and they had suffered loss because they bought -- in terms of money paid, they paid for defective turbines. But the point was, in the ordinary course of business they took steps to do something which mitigated that loss. And so the point in British Westinghouse, you don't just turn round and say "I claim the cost of the defective machines I have had to replace".
MR JUSTICE BARLING: The problem here is, though, there it was slightly more clean cut as to what the defect was. Here, when you have an overcharge of this kind, it is very difficult to see what the result is.
You are saying it is only to be measured in terms of loss of profit or something very close to that. Whereas I'm not at the moment putting my finger on why

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British Westinghouse doesn't appear to me to be comparable to this case. But -- I will obviously have to read it carefully, as I am sure we all will, but surely the situation is different with an overcharge which then has to be dealt with in various ways?
PROFESSOR JOHN BEATH: Suppose this response had been, by Sainsbury's, the mitigating response has been that they opened one store less than they might otherwise have done. Would that not --
MR HOSKINS: They would have a claim for the lost profit due to their inability to open another store. That would absolutely be the claim. But the claim is for lost profits as a result of the offsetting costs.
MR JUSTICE BARLING: You say it is not lost profit, you don't get it?
MR HOSKINS: Yes.
MR SMITH: Mr Hoskins, suppose I do, as you suggest, save costs, in other words I take the overcharge, I can't pass it on to my customers and so I hack away at my costs and keep my bottom line intact, but in the course of doing so I damage the quality of my business in a manner that is not capable of very clear assessment in monetary terms. And let's suppose I decide not to offer in my supermarket child friendly parking for parents who have children and need bigger parking spaces, and

I therefore am offering less good service, but it is very hard to quantify what effect that has. Is your position that because my bottom line remains the same, my profit remains the same, that diminution in the quality that I'm offering and possible long-term harm that my business therefore suffers is left out of account?

MR HOSKINS: Yes. Unless you can prove diminution in profits, you can't claim it.

MR JUSTICE BARLING: So it is profits or nothing? MR HOSKINS: Yes.

MR SMITH: Does there have to be, on the law, a link, a causal link between the overcharge and the saving?

MR HOSKINS: Yes. You will see it, for example, at page 142B. It is the quote I read out:
"The subsequent transaction, if to be taken into account ..."

Here we would say the subsequent "action":
"... if to be taken into account must be one arising out of the consequences of the breach and in the ordinary course of business."

I will come on to what Sainsbury's own evidence is about how it reacted, what it said it did in relation to any MIF overcharge.

Our primary submission is actually because of the

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mechanics of the business it will have been passed on.
But this is our alternative argument, insofar as
material wasn't passed on. It is Sainsbury's own
evidence that this is what they would have done.
MRJUSTICE BARLING: You are probably coming on to this so stop me if you are. I am sure you will. How does European law impact on this? This is a claim for breach of competition rules, including the EU competition rules. And if one reads Crehan, there is no objection to a defence of pass-on provided it is directly passed on, and so on.

Now, that of course would mean, if it was directly passed on, there might be a volume effect, but subject to volume effect there wouldn't be any loss of profit.
MR HOSKINS: Yes, EU law recognises the volume of profit -MR JUSTICE BARLING: I know that.
MR HOSKINS: But by definition I would submit that supports my position. In EUlaw you have a right to claim for any loss you have suffered as a result of a breach of EU law. So you still have to establish loss.
MR JUSTICE BARLING: But if it has not been directly passed on in prices, and you have got a super efficient company that somehow manages, by adjusting everything and so on, to keep its bottom line, there's no extra impetus from EU law to say that --

MR HOSKINS: Mitigation -- step back. Is the Common Law principle of mitigation contrary to EU principle of effectiveness? Because that's what that question is.

The answer is clearly no. Indeed, in the state
liability cases, in Factortame itself, the Court of Justice said that one of the considerations in looking at entitlement to damages was whether the claimant had taken all steps they could to mitigate their loss. I can't remember if they used the word "mitigate", but that is certainly towards the end of that Factortame judgment.

So in the context of an EU right to damages, mitigation is expressly recognised in state liability, and the principle is just because it is state liability, it doesn't mean it doesn't apply here.

MR SMITH: I hesitate to move the sweet shop example from one side to the other but I will.

Let's take Mr Brealey's sweet shop which faces the unlawful wholesale overcharge and doesn't, because let's say it can't, pass on the overcharge to its customers because it is a very competitive market.

MR HOSKINS: The pocket money hasn't gone up to match the increase.

MR SMITH: Exactly. It is a very competitive market, the sweet market. So what it does is it pushes down the
hourly wage it pays its shop assistants, and let's suppose that the causality of this can clearly be established, that you can show penny for penny a correlation between the overcharge and the reduction in wages.
Now, on your case that is something that the sweet
shop can't recover because it has not affected --
MR HOSKINS: It has suffered no loss. Do you know who would have a claim though?
MR SMITH: That was my question. Would the worker have a claim?

MR HOSKINS: Yes.
MR JUSTICE BARLING: Who would have a claim, sorry?
MR SMITH: The employee would have a claim.
MR JUSTICE BARLING: They would have a claim, would they?
MR HOSKINS: Yes, they are the ones who have suffered the loss.

MR SMITH: So you are taking a position on, as it were,
pass-on that is much closer to Dr Niels' position now --
MR HOSKINS: This isn't pass-on, it is mitigation.
MR SMITH: Well, one might say pass-on is just a manifestation of mitigation.
MR HOSKINS: It is a type of mitigation. I didn't find that helpful trying to force this sort of concept into pass-on. Pass-on is a type of mitigation and this is
a type of mitigation, but I don't think this is a type
of pass-on.
In some examples it will be, in the example you have
given me, who has actually suffered the loss? It is the
employee. I understand that. But it won't always be
the case. You could have these sorts of mitigation
arguments where nobody actually suffers any loss at the
end of the day.
So, for example, here Sainsbury's offsets costs but
in the grand scheme of things it doesn't actually affect
the profit it makes one jot. There is just simply no
one who has suffered any loss. It is not a pass-on
issue in that context, it is just a mitigation issue.
PROFESSOR JOHN BEATH: So you are saying what the overcharge
has done is made Sainsbury's pedal a hell of a lot
faster, but -- that's made them work better or whatever.
MR HOSKINS: A little bit faster.
MR JUSTICE BARLING: It would be an interesting claim by the
employees, their employer decides rather than take it
off his bottom line, to drop their wages a bit. And
that wouldn't break the chain of causation, you would
say. They would have a perfectly good claim against the
overcharger. I can see some considerable difficulties
with a claim like that.
MR HOSKINS: They are. It is the same. I will move back on
to pass-on.
That is exactly the point that's made in the US. The truth is if you allow a pass-on defence, then the people who are buying a pint of milk will never bring a claim and therefore it is unfair. And that's precisely why the US has this policy decision of not to allow a pass-on defence because of the difficulties.

But that US approach, I mean, the Chancellor gave it short shrift in Emerald, just before running this, because oh, it would be terrible because of the cartelist, the dirty dog, or whatever, would get off because nobody would actually bring a claim and the Chancellor said that is US policy, that's nothing to do with English --
MR SMITH: Because you --
MR HOSKINS: I say that because Mr Brealey has prayed that in aid. But with respect, that would be inconsistent with the law for the Tribunal to take that into account because that's a policy decision which has no feature or part in English law. See the Chancellor in Emerald Supplies.
MR SMITH: It just gets very complicated.
To go back to the employee example. Suppose if the sweet shop negotiates the wage down, the employee then chooses to leave and go elsewhere and the sweet shop is
put to the cost of hiring a new employee. That would then become --
MR HOSKINS: Those are all causation issues.
MR SMITH: -- that would then become a causation question and the claim would shift back to the sweet shop.
MR HOSKINS: Those are all causation issues. If it can establish it, yes.
MR SMITH: I see. A question closer to pass-through.
Presumably it must be your case that if the overcharged entity can pass-on the cost, it should?
MR HOSKINS: That would be a mitigation argument, and we have pleaded that.
MR SMITH: I saw it. So even though one might say it is not particularly public spirited to have the overcharge passed down the line, if you can do it, you should?
MR HOSKINS: That's the argument.
MR SMITH: Can one not temper the extremity of that position by the test of reasonableness? Because of course mitigation is always a question of reasonableness.
MR HOSKINS: Sorry, are we still on should you pass -I have not pushed that orally because I think you have seen two arguments. We say pass-on and we say offsetting costs. There is that one pleaded. You know, I understand as you go down you get more extreme, it gets harder to make a -- I'm not going to pin my colours
to that last one.
MR SMITH: No, but it is the consequence of the legal test you are propounding, I think.
MR HOSKINS: It is actually a different part of
British Westinghouse. If you go back to 141, and I showed you this quote:
"The fundamental basis is compensation for pecuniary loss flowing from the breach. This first principle was qualified by a second which imposes on a ...(Reading to the words)... which is due to his neglect to take such steps."
That is the principle, sir, that we are focusing on now, the sort of third argument, if you like.

But then there is a different part. It all comes out in this principle of compensation, but the one I have been making submissions on in terms of the offsetting is actually the next bit of the quote:
"But when in the course of business he has taken action."
So reasonableness becomes less of an issue, if you see what I mean.
If you say someone has taken action in the ordinary course of business, you then are entitled to say, well, what effect has that had on profits? I accept that the third argument is a more difficult one because if you

## 1 are saying should someone have done it, then

 I understand where you get into difficulties when you then come back to me and say: are you really saying it is reasonable that every retailer must pass on costs and if they don't, I get that?But they are actually two different -- they come from the same basic principle of compensation, but they are different aspects of that principle. I'm relying on the second one, not the first one.
That's why reasonableness is easier, because by definition it has to arise out of the consequence of the breach and in the ordinary course of business. By definition someone has done it. It is not what should someone do reasonably, it's what have they done and what has been the effect on their bottom line as a result.
If I can go to page 146 of the closing. I'm not going to say much about the EUlaw relating to pass-through because I develop that fully in opening. Paragraph 446. This is really what EUlaw says. You see this repeatedly in the cases:
"The question whether an overcharge has been passed on in each case is a question of fact to be determined by the national court, which may freely assess the evidence."
That is really what EU law tells you.

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At 448, I mean evidence as to economic theory is not a legal or evidential presumption of pass-through. It is just part of the evidence which the Tribunal should take into account. It is not excluded by EUlaw. On the contrary, it is something you should take into account; it is part of the evidence.
Finally, at 452 we say, well, the concept of the broad axe is consistent with EUlaw because the whole purpose of the broad axe is to allow a claimant to claim damages even where it can't prove with any degree of precision what loss it has suffered. But when you are trying to see what loss it has suffered you have to look at all aspects of the quantum calculation, from what is the overcharge to has there been any pass-through. The products must apply throughout.
So let me move into pass-on. Our primary case is that there has been a high degree of pass-through in this case. I will start with the economic theory.
455. It is common ground here between the economic experts that economic theory indicates that pass-through by Sainsbury's in this case should be, first of all, between $50 \%$ and $100 \%$ and also it should be at the top end of that scale.
We have set out the extract from Mr von Hinten-Reed where he accepts that. He accepts it in terms. You
remember in his first report, this is paragraph 456, he said:
"The theory is contingent on a number of assumptions."
And I questioned him and said are these assumptions which one finds in the theory and he accepted no, they were just assumptions that he had built in for the purposes of this case.
So they are not part of the theory. They are attempts by Mr von Hinten-Reed to say why the theory shouldn't apply in this case. And I dealt with them separately, but they are not part of the theory as such.
At 457, the next point, and this is a factual point, the more competitive the market, the higher the degree of pass-on that is likely. That's, again, accepted. Actually, under the theory, in a market where there is no competition, essentially a monopoly, economic theory would still predict pass-on of $50 \%$. Again, that is common ground between the experts.
So that is why what you have got here, is as a matter of fact it is common ground the UK market business is highly competitive and that's why we say there is likely to have been pass-through, because it is a competitive industry and it is likely to have been high because it is a highly competitive industry.

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The third point, high rates of pass-on will occur when the cost in question is industry-wide rather than firm specific. Again, no dispute, paragraph 460. Mr von Hinten-Reed accepted that the MIF is an industry-wide cost. It clearly is.
I'm about to go into the closed session, so I'm in your hands.
MR JUSTICE BARLING: Shall we have a break before we do?
MR HOSKINS: That makes sense.
MRJUSTICE BARLING: Is this closed session for everybody?
It is mainly yellow?
MR HOSKINS: It is all yellow.
MRJUSTICE BARLING: I will just have to remind myself now, that's your material?
MR HOSKINS: It is Sainsbury's confidential material.
MRJUSTICE BARLING: So if there are people who are only entitled to hear MasterCard's confidential information,
I'm afraid they will have to leave, as well as everyone
else who is not in the confidentiality ring. So anyone
who is entitled to hear just Sainsbury's confidential
information can remain.
PROFESSOR JOHN BEATH: Does that include Mischon de Reya?
MRJUSTICE BARLING: Yes, it depends whose information you
are entitled to hear. And I think, David, you have
probably got the up-to-date position on that.

Okay, we will take a short break while you do that.

## (11.14 am)

(End of open session)
(A short break)
(11.30 am)
(Beginning of yellow confidential session - REDACTED)
(12.41 pm)
(End of yellow confidential session)
MR JUSTICE BARLING: We will give Mr Cook a 15-minute run in, then, until lunch.

Closing submissions by MR COOK
MR COOK: Sir, there are four issues I'm going to be dealing with. The first, which is a relatively quick one which I hope to deal with before lunch, is the quantification of damages, then Sainsbury's Bank benefits point, interest, then ex turpi causa.

In relation to the three principal issues I'm dealing with, Sainsbury's Bank, ex turpi causa, there is a lot of detail in relation to those. We have set it all out in writing. A lot of it is confidential. My goal is not to repeat the detail we have given you in writing but deal with some more headline issues and respond to issues we have had. Obviously if the Tribunal have more detailed questions, I can deal with those and if you have more detailed questions we may

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have to consider going in camera. But at the moment I'm hoping to do it at a level that I don't need to mention specific numbers or detail.
MR JUSTICE BARLING: Thank you.
MR COOK: Quantification of damages, firstly. This is (ix) of our closing submissions.
This is the point we simply describe that we have given the Tribunal both flowcharts showing calculation of damages in various scenarios and also a damages toolkit. I would like to emphasise in relation to those flowcharts that in order to keep them in reasonable size parameters, we haven't reflected all of the possible issues and all of the permutations of all the issues. It is a decision tree. Every time we split something it goes onwards and onwards. To try and keep them at a reasonable size we have not included everything.
The most obvious thing that is not included is the Sainsbury's Bank issue. Both experts agree a reduction should be made, although they differ about the amount. There are various different numbers. That's not in there. They are a simplification, but we hope it is a useful simplification for the Tribunal.

I wasn't planning to say anything more about the detail of those other than if the Tribunal did have any questions in relation to either the spreadsheets or the
damages toolkit, I'm here to do my best to answer any of them at this point. Obviously if there are detailed points on the damages toolkit, we would deal with those offline if there were any questions. Doesn't look like there are.

There are two particular points I did want to address in relation to the quantification of damages, and that's two entirely new lines of argument that Sainsbury's have included in their closing submissions without having raised them previously in submissions, without having put evidence in relation to them, without putting them to factual or expert evidence. They are both alternative migration scenarios.

Our basic point in relation to these is they are not evidenced, they have not put them to witnesses, the Tribunal should simply ignore them. They simply don't have any force behind them. But I'm going to go on to explain why they are misguided in any event.
MR JUSTICE BARLING: These are matters that are not currently dealt with --
MR COOK: That is right. One of them we have dealt with briefly in relation to the quantification section. But they have been heavily developed because it was something that we saw was in the damages toolkit that Sainsbury's produced but hadn't been developed in any

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way and the other one seems to be completely new.
The first of these is developed in paragraphs 653 to 656 of Sainsbury's closing. It would probably help if the Tribunal could turn up those paragraphs. This is dealing with what would happen if MasterCard had significantly reduced its interchange fees during the claim period and Visa had maintained a significant differential with MasterCard.

It is dealing with the first scenario, we say the right scenario, which is what happens if Visa can maintain a material difference with MasterCard. Our case doesn't rely on them staying at the same level, just being materially higher. That is the situation we are looking at.
Sainsbury's suggests that if the Tribunal is going to look at the evidence from Maestro to see how migrations take place, over what timescale, at what speed, then the Tribunal should look at the picture from 2003 onwards.
We see that point made in 653. They say the story starts in 2003. They say you should look at it from 2003 onwards, and then they say at paragraph 654, third line:
"If one were to be conservative, one should
...(Reading to the words)... by at least $50 \%$ to reflect

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1 other causes." 1
Basically Sainsbury's are making two points. They
say if you are going to apply something based on
Maestro, you should apply it looking at what happened from 2003 onwards and you should assume only half the rate of decline because there are obviously, they say, other factors associated with Maestro.
Our point in relation to this is primarily this was not a case that was put to Dr Niels, and Dr Niels has used Maestro as the best available evidence of how long migration takes and the rate at which that takes place. We say simply you can't criticise an expert's evidence after the event without having given him a chance to look at the material. That's why you should look at Maestro. That is the unchallenged material on Dr Niels on this point.
Both arguments made by Sainsbury's on this point we say are flawed. Dealing first with the date point, ie you should look at what happened 2003 onwards and use that to model what would have happened to MasterCard if there was a material difference. We say it is obviously clear from the evidence that the Tribunal has heard that there will be a tipping point in relation to migration. It is not going to be every fractional difference in interchange fee that will lead to migration, there will
be a point at which the differences between card schemes are sufficiently large and are expected to be of sufficient duration that it is effectively worth the cost involved in migrating. Because obviously that is not a cost-free process.
Realistically, you would not expect every bank to have exactly the same tipping point since the costs of migration will be somewhat different for different banks. But since fundamentally the basic economics of issuing credit cards, issuing debit cards are broadly the same and all of the issuers are large sophisticated organisations -- so we are not in the kind of consumer situation where some people who never bother to switch because they don't spend the time or effort to think about them, we're looking at highly sophisticated large organisations who are going to be well aware of the relative advantages of switching.
We say in relation to that once you get to the territory where it is a tipping point for one issuer, you are probably going to be close to the level of a tipping point for most of the others. Not necessarily quite the same, but you are going to be there or thereabouts.
What we say in relation to Maestro is the best evidence from Maestro is that the mainstream tipping
point was only really reached after January 2007. That was the point -- it was announced six months earlier in July 2006, but it was January 2007 when Visa increased its PIN, principal interchange fee, and as a result that led to an interchange fee differential of 9.2 basis points. There had been one before, about 6.6 , but that hadn't led to widespread migration. It had been in place for several years but not led to widespread migration.
What you see from Maestro, the best one can draw conclusions from, is effectively the tipping point is reached when you get to that level, and that is the point when lots of banks start considering moving.
We say simply in relation to considering what Maestro shows us, looking prior to 2007 tells you very little because that's simply looking at what happens before you have reached the tipping point or at least the point where you are at the grey level where maybe it's the tipping point for one bank, because one bank did move but most of the other banks don't seem to have done. It's when it increases the disparity goes up over 9 basis points, that's the tipping point that lots of people look to move.
We see in particular -- and we've put an annex on Maestro --

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PROFESSOR JOHN BEATH: Does that mean in terms of the diagram we are looking at, the way in fact that would have been modelled overestimates -- it would have been a much more dramatic reduction?
MR COOK: In terms of what Dr Niels has done -- are you asking about the graph that's in front of you and Sainsbury's?
PROFESSOR JOHN BEATH: Yes.
MR COOK: What Dr Niels has done is he has looked at the point at which the differential hit 9 basis point in 2007 and he has then said you see how long it takes and you model it down by reference to what happened with Maestro.
What Sainsbury's are doing, you see in the graph here, they effectively assume there is relatively little switching for quite an extended period modelled on the basis of what happened on Maestro 2003 and 2007. They say you project very little switching for up to three or four years.
PROFESSOR JOHN BEATH: So your dashed curve card would be a long way below this?
MR COOK: Yes, that's what Dr Niels does. It starts coming down faster and more rapidly, and so the second point Sainsbury's do, or they say you should do, is you assume only half the rate of migration from Maestro. And
that's the second point, because they say it is due to other factors. So they are assuming half the rate of decline and happening more slowly as well. So there are two points they make.
At this stage I'm saying the best evidence is that 2007 onwards is once the tipping point is reached, and therefore that's the best evidence of how fast a credit card scheme would lose its business once the tipping point has been reached and that's how it has been modelled.

The other point I was alluding to that Sainsbury's make is you should assume that Maestro was due to other factors, and they say therefore the Tribunal should assume effectively that half the migration was due to other factors and so assume half the rate of migration.

Our starting point, this is what we develop in the Maestro schedule, is, we say, based on the evidence before the Tribunal, particularly based on the evidence of MasterCard's witnesses and we out what each of them said when they were asked questions on this, that the determining factor in issuers deciding to migrate from Maestro was the interchange fee differential.
There are some other points, but the clear evidence of the witnesses was those were basically trivial points in the scheme of things. The dominant figure, key

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factor, was the interchange fee differential.
If we go to appendix A to our closing submissions, paragraph 27, it is just bearing in mind the point we make there that it was not just HSBC and RBS who were the two big banks who left to go to Visa Debit following on from HBOS who moved a couple of years earlier, but the British arms of National Australia Group, Clydesdale Bank and Yorkshire Bank also decided to migrate to Maestro at the same time.
MasterCard was successful in relation to National
Australia Group in persuading them to migrate to
MasterCard Debit rather than Visa Debit.
What we do there and we set out in relation to the
quote, which is confidential, so I won't repeat it, but it goes over the page on the paragraph on 27 , you see there the quote. MasterCard's internal analysis of why we managed to keep, in the sense they left Maestro but went to debit and MasterCard. We say it is quite clear from that -- you see what the quote says -- had we not had a competitive product, then that is another bank that would have migrated to Visa Debit. The difference was by that stage we had managed to introduce something which was competitively priced.
PROFESSOR JOHN BEATH: You managed to hold them?
MR COOK: We have managed to hold them, but only because we
were competitive. It was not Maestro. If we had just kept Maestro we would not have managed to hold them. The point we make at paragraph 27 is effectively the 3\% we kept of the market is almost all National Australia.
MR JUSTICE BARLING: That is the quote at paragraph 10, is it, you were just referring to? MasterCard's internal documents.
MR COOK: At paragraph 27 over the page. You are quite right, the quote at paragraph 10 is one which shows effectively the tipping point happening and that's the point when the interchange fee differential increases and we get to that level. But the quote at paragraph 27 is the one dealing with the one we did manage to keep, which is almost all of the debit card share of the market we kept.

But it was due to the fact that by then we had got a competitive product in the market, which is why we say in a world in which we were not able to introduce a competitive product we would have gone to zero. Also it shows it is not just two banks. Effectively it is all the people we have left are thinking the same thing at the same time, broadly reached a widespread tipping point at this stage.
The point we make overall in terms of Sainsbury's assumption that you should assume only half the
migration would take place is the reality is that once a tipping point is reached, it is likely to be a similar tipping point for everybody and there's not going to be a difference. The fact we have five issuers or ten issuers, they are all making effectively a very similar evaluation of the costs of moving versus the benefits of moving. When we get a tipping point for one, we're going to be pretty close to a tipping point for all of them.

That's why we say once you determine what the tipping point is, it is going to happen with all of them whether it is a small or a large number of issuers. There are slightly more issuers in the credit card market but we are not talking an enormous number.

On that basis, I mean there was no challenge made to Dr Niels' evidence that looking at Maestro gives you a reasonable idea of how quickly people are going to make the decision to migrate and, once they have done so, how quick it is going to be. It is worth bearing in mind that there was evidence, evidence we quote at paragraph 401 of our closing, that there was evidence that actually it is considerably quicker, cheaper and easier to move credit card schemes.

Mr Douglas' evidence, paragraph 402 of our closing, a quote from his cross-examination we set out there
which explains that with credit card schemes because they are not connected to debit card schemes, it is cheaper, quicker and easier to move credit card schemes than debit card schemes.

We say the clear tipping point for Maestro was 9.2 basis points. The tipping point for credit cards is likely to be smaller, it is going to be quicker. We say therefore on those points simply that suggestion of you assume half the rate of migration simply doesn't make sense. Once tipping point is reached it is going to be for everybody largely at a very similar level.

In relation to where the tipping points arises in relation to credit cards -- the Tribunal may not need to get into this -- the expert economist said with the large differentials one is considering there might be a flood of migration. It is only when we are talking about smaller differentials the Tribunal gets into this.

We say the evidence is, one, Maestro at 9.2 basis points; two, Mr Douglas' evidence that it is quicker and easier to move credit card schemes so the tipping point is going to be at a smaller level. And third, it is the point made at paragraph 4 of our closing, which is talking about sums of money involved. Again, a point Mr Hoskins went to, that even with 9.2 basis points it is going to be worth 75 million to MasterCard's issuers
in the middle of the claim period as illustration.
So the tipping point in credit cards is going to be a lot smaller than the 9.2 with Maestro. To some extent the Tribunal only have to decide that if the exemptible level or wherever you come to, or something, on another issue means the differential is relatively small. There was common ground between the economists with significant differentials there would be a flood.
MR SMITH: Could I ask a very mechanical question about paragraph 4 of your Maestro appendix?
MR COOK: Certainly.
MR SMITH: In paragraph 4 you set out the MIFs for Maestro and Visa. You use a weighted average and I just wanted to understand how that works because as I understand both Maestro and Visa, it was a flat rate of pence per transaction that was charged as a MIF in each case.

So what exactly are you weighting and averaging to reach your 6.6 p ?
MR COOK: If you look where the footnote is, that is an analysis that MasterCard has carried out at the time and it is based on, it's relatively easy, once you know the average transaction value, which MasterCard obviously did know at the time, then you simply apply the flat rate fee and turn that into a ratio of basis points.

But MasterCard, if you look at those documents and they are confidential, did do it in two ways. It quoted both and said: what is the flat rate difference? What's the basis point difference? Part of the reason for that is when we first introduced debit MasterCard, we did that on an ad valorem basis, so that was partly why we were trying to change it and we obviously wanted to make sure that what we sought to do was ensure that actually the relative pricing wasn't too different.
MR SMITH: I see. So the 6.6 is not in fact the per transaction charge, it is, as you say, affected by the volume of transactions?
MR COOK: The value.
MR SMITH: Secondly, could you define basis point for me?
MR COOK: Yes, sir. A basis point -- one hundredth of a percentage. So when we talk about the rates at the time, the average interchange fees at the time for PIN transactions were 80 basis points for credit cards and so we are talking -- so the differentials here are 6 basis points, goes up to 9 basis points as compared to actual interchange fees of credit cards of around 80 basis points or higher.
MR SMITH: Thank you.
MR COOK: Quickly, sir, the other point I wanted to deal with was the second migration case that Sainsbury's

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advances which they take at paragraph 676 of their closing.
This is dealing with the Amex migration issues. So if the Tribunal assumes legally or factually you should assume that Visa has to follow MasterCard down to exactly the same level, then because there's no legal requirement for Amex to come down to the same level, one considers what the migration to Amex would be.
There is common ground between the experts, as the Tribunal knows, that there would be migration. It is only the level of migration that is in dispute.
Mr von Hinten-Reed says 5\%, Dr Niels says 31\%, and that's out of a total of 76\% of MasterCard's business which was in Amex's sweet spot, is the phrase that's used.
The point Sainsbury's make at 676, they say there's no need -- it is the final sentence -- for any adjustments as regards the assessment of damages because Sainsbury's would pay more on the transactions that migrate to Amex but these are offset by lower fees paid by Amex on Amex cards.
Again, this is an entirely new point being made.
There is no expert evidence weighing the benefits and detriments here. It was not put to Dr Niels this was an offsetting effect.

Sainsbury's has sought to smuggle a bit of expert evidence into this at appendix 1 to their closing submissions, which is the second addendum to the second report of Mr von Hinten-Reed.

This was meant to be a document on the face of it which simply updates the calculations, but at the third bullet on 439, B1, it says:
"Unlike in the earlier version of the addendum ...(Reading to the words)... fall in Amex's fees."
There's simply, as far as I can see, no analysis behind that. There is certainly none produced for the Tribunal. It has not been tested in cross-examination. It would simply be illegitimate for Sainsbury's to rely upon that brought in as something after the event like this.

If the Tribunal was going to get into this kind of territory -- we say you simply shouldn't -- you would need to carry out a more sophisticated exercise because what you need to look at is not simply the headline rate, but the full terms of the agreement with Amex. We dealt with that at paragraph 101 of our closing, noting the fact that there are actually a number of other differences between what happens with MasterCard and Amex.

Without going into confidential material, you get
payment takes place on a different schedule, so you don't get payment as fast from Amex, and Amex has different charge back rules which means Amex can send back more fraudulent transactions to the merchant. So you have to look at all of the elements of the sort of the terms of the relationship to see what the final cost to the merchant is.
We say when account is taken of this you end up with something pretty similar of the actual rate for MasterCard and Visa during the claim period. But the simple point is there has been no attempt to analyse it and it is simply to late for Sainsbury's to do it through the back door like this.
The Tribunal should look at what is the level of the migration and damages should be discounted accordingly. We developed, and I was not intending to say anything more about it -- the level of migration we say is correct based on Dr Niels' evidence.
MRJUSTICE BARLING: Thank you, Mr Cook. How do you think we are getting on? Are we okay? We have got a reply as well.
MR COOK: I was envisaging that I would sit down at about
3.15 pm at around the mid-afternoon break, and that would give Mr Brealey an hour.

I suppose, sir, in terms of lunch the only question

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is partly, you know, the three topics I'm going to be
dealing with. If the Tribunal could give me any
guidance as to whether you are packed full of questions
on them. I appreciate if I say things that lead to
questions you will ask them, but if you have a lot of
questions in your back pocket, then we might need a
shorter lunch. If on the other hand you have a small
number of questions, then --
MRJUSTICE BARLING: I think we might have one or two
    questions, but I don't think we have got a massive
    amount. But we can start quarter of an hour earlier if
    you think that would be wise.
MR COOK: There would certainly be no harm in that, sir. We
    will take a short lunch if everyone can manage with
    a short lunch and start at }1.45\textrm{pm}\mathrm{ , then.
(1.10 pm)
    (The short adjournment)
(1.45 pm)
MRJUSTICE BARLING: Mr Cook, as you may know we have got to
    be appropriately compassionate towards those who are
    doing hard work there, so we are going to take two short
    breaks in the course of the afternoon, so the transcript
        writers can have a proper rest. They have had a short
        lunch.
MR COOK: Certainly, sir.
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Sir, I'm coming next on to the Sainsbury's Bank section.
MRJUSTICE BARLING: Yes.
MR COOK: That's section 7 of our closing submissions.
MRJUSTICE BARLING: Right.
MR COOK: As a starting point we say it is a basic principle of damages under English law and the principle of full compensation under EU law does not alter this. Damages should put the claimant in the position that he would have been in if the wrong had not been committed. And that necessarily means that if the claimant has benefited from the wrong in some way, then that has to be taken into account otherwise the claimant would receive a windfall benefit because they would be compensated for a loss they didn't suffer.
The case we rely on particularly for this is at paragraph 434 of our closing. It is in the mitigation passing on section, but it is not an authority Mr Hoskins particularly focused on this morning. It is the speech of Lord Bridge in Hodgson v Trapp and it is the principles that were being dealt with this morning. But it is a particular illustration of it in the context of offsetting benefits, and we set out the quote there.
It is particularly the last five lines of that quote that:
"If, in consequence of the injury sustained, the
plaintiff has enjoyed receipts to which he would not
otherwise have been entitled, prima facie those receipts
are to be set off against the aggregate of a plaintiff's
losses and expenses in arriving at the measure of his
damages. All this is elementary and has been said over
and over again."
We say it is elementary, and quite clearly to the
extent to which the Tribunal concludes there is
an offsetting benefit, as a result of the relationship
with Sainsbury's Bank that should be taken into account.
Sainsbury's says in their closing that's wrong, you
shouldn't take account of it, so that is quite clearly
what the law is and it has been said over and over
again.
MR JUSTICE BARLING: What paragraph was that again, Mr Cook?
MR COOK: It is 435 of our closing is where we set out
Lord Bridge in Hodgson v Trapp. The whole quote is
relevant. It is the last five lines, which we say are
the key bit at the end of it.
So it is common ground between the experts that
Sainsbury's did receive substantial benefits as a result
of Sainsbury's Bank receiving revenue from the UK MIF.
They disagree about the valuation of that, but even
when Mr von Hinten-Reed retreated in his third report

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from his earlier much higher figures, he still puts a significant multimillion-pound figure on that. What's quite clear as well is neither expert suggests that there is insufficient evidence to address this issue at all.
Now, Mr Spitz in his oral closing tried to suggest there's not enough evidence, and effectively the Tribunal should simply ignore this point. That would simply give Sainsbury's an unjustified windfall. Of course there are uncertainties involved, there are uncertainties involved because we are in a counterfactual and not the real world, and inevitably therefore we don't have real evidence of exactly what would have happened in 2007 and 2008 in this particular situation.
However, there is extensive evidence before the Tribunal on this issue. There are five experts' reports on this particular point. The experts largely agree on the relevant questions. They disagree on the answers but they agree on the questions, and they both address and approach these questions on the basis of the same material. Therefore, there is more than enough material for the Tribunal to use Mr Hoskins' broad axe, and the Tribunal, in my submission, should do so.
The principal complaint that Mr Spitz appeared to be
making in his oral closings is actually that Sainsbury's has not introduced any factual evidence on these issues. Ultimately, that's a matter for Sainsbury's. They have chosen not to put forward any factual evidence from their factual witnesses on these points. But they have chosen not to do so. They can't complain that evidence is not before the Tribunal.
This point was first developed by Mr Harman in his first report served in August 2015. Sainsbury's has since then served two expert reports in relation to the issue. It served supplemental witness statements in November 2015, so over two and a half months after Mr Harman had served his report dealing with this point. They chose not to address the Sainsbury's Bank issue.

If Sainsbury's had wanted to introduce factual evidence that says Mr Harman was looking at it the wrong way, there are other facts that are relevant, they have had more than the opportunity to do so. They haven't done so and they cannot complain if the Tribunal proceeds on the basis of the evidence that's before it. That is the material and that is the evidence the Tribunal should proceed based on.
On this point, let's start with the actual. What happened in the real world? We can split this into two periods. There is the actual sort of prior to 2015 in

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terms of what's happening in the world prior to the regulation coming into effect and prior to the run-in, the glide path into the regulation. During that period Sainsbury's Bank was in fact providing generous reward cards, and moreover it received millions of pounds of funding -- the specific numbers are in our submissions but they are confidential -- from Sainsbury's in order to encourage it and persuade it to do so. It is important to bear in mind that the key document on which both Mr Harman and Mr von Hinten-Reed relied in their analysis, we call it the 2012
Sainsbury's Bank presentation and it is at bundle E3.15,
tab 280. It is the one we went to with the various
different evaluations of revolvers, transactors etc.
That was the document that Sainsbury's and Sainsbury's
Bank used to negotiate and agree on the funding that
Sainsbury's would provide to Sainsbury's Bank. It is actually the document Sainsbury's Bank drew up to persuade Sainsbury's to provide funding and the basis on which Sainsbury's agreed to provide that funding. Mr Spitz made various points about how representative some of the figures in that document are.
But it is important to bear in mind those were the numbers that the parties themselves accepted were sufficiently representative for their purposes. There
is no suggestion that Sainsbury's looked at that and said, well, those are irrelevant, that's not a fair illustration of the profitability of reward cards, or anything else. That was the material they used and the material they accepted as being appropriate for that purpose.
An attempt to try and say that one shouldn't look at that because it is not clear enough isn't good enough, in my submission. It is exactly what the parties were using and were satisfied with.

It is also important to bear in mind that that was the motivation for Sainsbury's agreeing to provide the financing to ensure that Sainsbury's Bank continue to offer generous reward cards. So while there were attempts to look at the overall profitability of the card business versus the profitability of the reward cards also being addressed in that document, the point being made now about, well, the profitability of the general business was relatively good, that wasn't what was being said at the time.
The response from Sainsbury's was not to say: you don't need any money from us, you are making lots of money overall. No, they accepted the logic of what was being put forward to them, which is if Sainsbury's Bank were going to continue to offer the generous reward

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cards with all the very extensive benefits they generated for Sainsbury's, not for Sainsbury's Bank, then Sainsbury's would have to encourage that process, would have to finance that process.

So a lot of the points being made about "of course there was general profitability", that was not the response being made at the time. They accepted the logic of what was being put forward, and again we say Mr Harman has simply followed the logic of how the parties themselves approached the issue.
It is important also to bear in mind credit cards are a high capital business. Ultimately, in order to run a credit card business, you need a very, very big float because you are going to pay merchants now and at some point potentially quite far in the future for some of your customers, you are going to get the money back in from the customer. So you need quite a substantial capital float in order to run a credit card business.
Therefore, in order to do that, you are going to be looking at getting a return on that capital employed. So it is not right to simply say you made a profit, you are going to need to justify that you are putting all that money in and you are getting a return at an adequate level.
But, fundamentally, we say the key thing is that's
how the parties looked at it. They recognised the validity of that assessment, and therefore there's no need to deviate or worry about whether that is the assessment they should have carried out in the real world. That is the assessment they carried out. And there's no logical reason to think in a counterfactual world in which there was less interchange revenue they would have looked at it on any different basis other than adjusting those numbers to reflect lower interchange fee revenues.
So that is the first part of the actual which shows what the parties actually looked at. We then have the 2015 period. Those are the changes that took place in the shadow of the regulation. To some extent this is a real world example of what we are considering in the counterfactual.
It is not perfect in the sense that we are obviously looking at a situation in which the regulation comes in at $30,0.30$ basis points, and it may be that the counterfactual we are looking at has a different rate of interchange fees. So one has to take account of those matters. Nonetheless it does still give us an indication of the kind of analysis that Sainsbury's and Sainsbury's Bank would have done in a world in which interchange fees revenues were materially lower.

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The evidence shows that two things happened during that 2015 pre-regulation, regulation period. First, Sainsbury's Bank halved its rewards. We say it is quite clear on the evidence, firstly, that fundamentally that was a halving of the rewards. There was a point made by Mr von Hinten-Reed about maybe there was a bit of offsetting benefit. Simply on the documents we saw that doesn't go anywhere. It is quite clear it was a halving of rewards, or pretty close to halving.
We also say on the evidence it is very clear that this was due to the reduction in interchange fees. It is going on at the point at which the glide path with MasterCard was announced in November 2014, rates start coming down from April 2015 and that's when the cut takes place. And we see lots of other banks at around the same kind of period all start making the same kind of cuts as interchange fees come down.

We say quite clearly on the evidence on the balance of probabilities, which of course is all the Tribunal needs to be satisfied, it is cause and effect, cuts in interchange fees led to the halving of rewards.
But it is important to bear in mind that that halving of rewards took place along the same time as we saw there were changes in the payment flows between Sainsbury's Bank and Sainsbury's. We say the effect of

1 those, again, the specific number is confidential, but

2 it is at paragraph 665 in MasterCard's closing.
We say it is clear on the documents is that
Sainsbury's Bank was the number in 665 better off a year as a result of the changes in the payment flows. And it is obviously not a new payment -- formally, it is not a new payment from Sainsbury's to Sainsbury's Bank. It is the reversal, they stopped charging. So it is the cancellation of a charge that previously existed. The effect is that Sainsbury's Bank is better off by that many millions of pounds.
Now, an attempt was made by Mr Spitz in his oral closing to suggest that not all of that was new funding. That was a point that was not put to any of the experts. It was not suggested by any of the experts. It was not put to them in cross-examination and, with respect, it is clearly wrong.
If I can ask the Tribunal to go to bundle E3.15. It is tab 284, page 6639. This is the document concerning the intercompany recharging which had been cancelled. Obviously it deals with two things, one of which is ATMs, and we needn't worry about that.
But at page 6639 we see the effect:
"The executive summary says: the impact of the recommended changes on the budgeted PBT."

So profit before tax. And we can see the financial effect was being put down in terms of Sainsbury's Bank profit before tax.
That is showing the entire change, and what that tells you is that Mr Spitz suggested that a certain amount of the funding was already in place. Quite clearly that's not the case. The figure being shown there is the entirety of his new funding effectively, because if it wasn't new funding, on the basis there was some existing payment flow that was being cancelled, then the effect on the budgeted PBT wouldn't be the number being shown in these documents.
So we say we are quite right to have said in our closing submissions at 665 that the financial change which took place in 2015 was the full amount of that recharge being cancelled.
So what we have is a situation in which Sainsbury's Bank is X million pounds, the number you have seen, better off as a result of the changes of the flows, but nonetheless it still halves reward points on its cards as a result of the reduction on the interchange fees revenues.
So what we know in the real world illustration we are getting from the interchange fees regulation is that faced with a reduction in interchange fees down to $0.3 \%$,

Sainsbury's Bank still were getting millions of pounds a year more in additional revenue, still cuts its rewards in half.
We say that in many ways coupled with the analysis of the 2012 Sainsbury's Bank presentation, you put the two of them together, which is what Mr Harman has done, and that's the best evidence available of what would have happened in a counterfactual of low interchange fees.
If the interchange fees come down below $0.3 \%$, the effect would have been even greater. And, with respect, the evidence of what happens in the actual world, in 2015, shows the absurdity of Mr von Hinten-Reed's evidence that all it would have taken is a few million pounds. Again, the relevant number is confidential, but it is at paragraph 629 of our closing.
So you see the number at the bottom of page 629. That's Mr von Hinten-Reed's number for the entire nine-year claim period. He says that's all that Sainsbury's would have had to pay in order to encourage Sainsbury's Bank to offer cards with exactly the same rewards.
We say, looking at 2015, that's just obviously absurd. You get a change in financing which is bigger for one year than Mr von Hinten-Reed's nine-year number 83
and despite that Sainsbury's Bank still halves its rewards.
The fact that Mr von Hinten-Reed's number simply couldn't be justified was no doubt the reason why the figure at 629 wasn't even put to Mr Harman in cross-examination. They put the much higher figure, which is around four times higher, and that was the only one that was put to Mr Harman in cross-examination.
We say, therefore, the bottom number for this is, effectively -- there are a number of possible evaluations of this that Mr Harman considers, but the bottom line number, and I think Mr Spitz referred to it, if I can use it, is 16.6 million. And that is going to be at least in excess of that. And Mr Harman identifies a number of reasons why we say it is significantly higher than this.
That approach is done on the basis of two possible calculations: The costs approach and the benefits approach. So the costs approach simply says: in order to maintain the same level of rewards, because the rewards are what persuade people to use Sainsbury's Bank credit cards and go and spend a lot more money in Sainsbury's, trying to remember the enormous value in terms of incremental spending and consequently incremental profit that Sainsbury's Bank received as

| a result, how much money would they have to pay in order | 1 |
| :--- | ---: |
| to encourage Sainsbury's Bank to carry on offering those | 2 |
| very generous reward cards? That is the cost approach. | 3 |
| The benefits approach says if they didn't offer that | 4 |
| money, what would happen if the rewards were reduced, | 5 |
| taken away and they would lose that incremental spending | 6 |
| and the consequential incremental profit? | 7 |
| Now, there is a lot of detail in relation to these | 8 |
| points which we set out in our closing submissions. It | 9 |
| was not my intention to go through that detail any | 10 |
| further unless the Tribunal has questions on it. The | 11 |
| detail is there and a lot of it is confidential on the | 12 |
| numbers. | 13 |
| PROFESSORJOHN BEATH: I had read it and I have no | 14 |
| questions. | 15 |
| MR COOK: I then turn to interest, which is section 8 in our | 16 |
| closing submissions. | 17 |
| Mr Smith, you asked Mr Spitz some questions about | 18 |
| the correct analysis of the law with which he agreed, | 19 |
| and I was just quickly going to tell you MasterCard's | 20 |
| position on this. | 21 |
| We say, first, it is clear from Sempra Metals that | 22 |
| interest is the same as any other head of loss. It is | 23 |
| one that has to be pleaded and it is one that has to be | 24 |
| proved. | 25 |

Secondly, the relevant question is what would put Sainsbury's in the position that it would have been in if the wrong had never been committed, per Mr Hoskins saying that is the relevant test this morning. To that extent, those are matters Mr Spitz agreed with and so we are on the same page in relation to those.

In the context of interest, we say the right thing
for the Tribunal to be considering is whether
Sainsbury's incurred additional finance costs or
potentially received less income from having money in a bank account as a result of the wrong that was committed if the Tribunal concludes that the UK MIF was setting an excessive level.

It is only if there is actually some financial impact upon Sainsbury's, in terms of additional finance costs or reduced interest revenue, that there's something which should be compensated by the award of interest.

So how do we apply the law to the facts? Now, as
Mr Hoskins has already developed, there are only two cases being put by the parties to the Tribunal. Firstly, MasterCard's case, as you have heard already, primary case is that any overcharge was passed on in higher prices. If that's the case, apart from the volume effect there would be no additional financing
required because simply the money passes through in terms of higher price. Sainsbury's doesn't have to go and borrow more money, it doesn't end up with more or less money in its bank account to change the amount of interest it was receiving.

If that's the case there's nothing on which interest is due other than the volume effect point.

Sainsbury's position, and MasterCard's secondary position -- to be clear it is Sainsbury's closing at paragraph 405 -- is they say that any overcharge would have been offset through savings to other costs.

Again, we say you have heard Mr Hoskins in relation to what that means in terms of damages overall, but in terms of interest, if it was offset through savings to other costs, there was no additional finance required. So, again, there's no basis on which interest could be due in those circumstances.

It is interesting to see how Sainsbury's tries to put its interest case at paragraph 559 of Sainsbury's closing. It is a section that I'm afraid is in yellow. I think I can quote a little bit without getting into the confidential and then stop before I do.

It is the first sentence:
"It is highly likely that ... if [the first bit had happened] it would have reduced [then we see what is

## suggested]."

What they are saying is if they had earned more profit then that's what they say would have had the effect.

But the reality is that is not the case that's being put forward by the claimant to the Tribunal. They are not saying that they would have earned higher profits as a result if the UK MIF had been at a lower level. The basis for the claim for interest simply doesn't stack up with the claim that's being advanced in front of the Tribunal. We say simply it doesn't get off the ground in terms of an interest claim generally.

The other paragraph I do need to respond to is paragraph 551A of Sainsbury's written closing, which involves a manful attempt to try and develop an interest case with evidence from Mr Reynolds. We say it simply doesn't come close to trying to create a case in terms of saying that Sainsbury's has in fact suffered a loss of profits, and therefore has had less money in its bank account, less money on which to gain interest or which required it to obtain higher financing.

Again, I'm afraid it's a section which is confidential, but I was going to point the Tribunal to simply if you read the passage that's being quoted and there were two words I was going to particularly

2

1 emphasise, neither of which are going to be too

| emphasise, neither of which are going to be too | 1 |
| :--- | ---: |
| controversial if I say them out loud. | 2 |
| You have the quote there. About eight lines down -- | 3 |
| nine lines -- the sentence that starts "so if". So it | 4 |
| is "so if" and it says something "might". So it is | 5 |
| raising a possibility. So if something happened, this | 6 |
| might have another effect. But, again, nobody is saying | 7 |
| that's what happened. It might potentially have | 8 |
| happened, but that's not the claim that Sainsbury's is | 9 |
| advancing. | 10 |
| Then four lines up from the bottom it says that | 11 |
| a reduction could have a particular effect. Again, | 12 |
| hypothetically that might have happened, but that's not | 13 |
| the case that's being advanced. | 14 |
| So the reality here is that there is no case being | 15 |
| advanced that Sainsbury's would have generally had lower | 16 |
| profits as a result of the UK MIF. We say when it comes | 17 |
| to the issue of interest, it follows from that that | 18 |
| there is no reduction in interest revenue on money in | 19 |
| the bank and no higher interest revenue or interest cost | 20 |
| as a result of higher borrowings. | 21 |
| We say that's the end, largely, of the interest | 22 |
| claim apart from the possibility of a volume effect. If | 23 |
| the Tribunal accepts that there is a passing on, or to | 24 |
| the extent the Tribunal accepts there is a passing on, | 25 |

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there's obviously the volume effect and that might be something on which interest would be due.
To the extent the Tribunal is against me on that or when we are coming to look at the volume effect point, we say the starting point, and this is very much what Sempra Metals said, what Mr Smith put to Mr Spitz in his questions is the key is that Sainsbury's has to plead and prove its actual loss. We say it simply hasn't come close to doing that.
We set out various passages from the witness statements, confidential passages in our closing, and they are ones where they simply raise a lot of possibilities. They don't identify any particular case, they certainly don't prove any particular event happened.
That's simply not pleading and proving the case.
The pleading is a range of possibilities. The evidence is a range of possibilities. Nothing specific is pleaded and proved.

But in terms of what one is thinking about here, it is quite important to bear in mind that when one comes to talk about the overcharge, a volume effect, some net loss, we are talking about relatively small amounts of money accruing every single day, or relatively small amounts of cost accruing every single day. That happens
daily throughout the claim period.
This is something the experts have modelled. It is how it develops over time. It builds up slowly, a small amount daily. The aggregate overcharge becomes larger over time depending on the exemptible level. But there's no suggestion that Sainsbury's changes its borrowings on a daily basis.
So all that one can say as a matter of logic is that if there was some effect on profitability, it would be an effect that would be felt in less cash at bank initially, and consequently there would be in terms of that lost interest received on the deposit account. And at some point potentially, depending on the size of the overcharge, that would have or could have impacted on the amount of money that Sainsbury's borrowed.
Then once they go out and borrow some money because they need more money, the overcharge starts to build up again. One gets a step effect. It gets to a certain level, they need to borrow some more, it gets to a certain level again, they need to borrow some more again.
The fatal problem with Sainsbury's case in this regard is it has made no attempt to put forward evidence to show what kind of change in cash at bank is required before there is an impact on borrowings. Would it take

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six months, a year, five years? There's simply no evidence of any kind before the Tribunal suggesting when it moves or how quickly it moves from a reduction in interest of the bank account to higher financing costs on increased borrowings.
Sainsbury's hadn't put forward anything of that. They have not disclosed a cash management policy if they had one. It is not before the Tribunal. So we don't know if there were built-in triggers. In the absence of evidence one assumes there aren't built-in triggers and none of their factual witness have identified any kind of threshold that would have needed to be crossed for Sainsbury's to start changing its borrowings.
There is simply a complete absence of evidence on these issues, and we say that's just fatal to the compound interest claim under Sempra Metals because they have not proved the actual affect that would have had.
If the Tribunal decides to overlook those evidential difficulties, and we say you shouldn't, consistent with Sempra Metals the only evidence on additional borrowings is that this would be short-term borrowings and not sale and leasebacks because that's the closest that anyone comes to a case, other than a section in Mr Roger's evidence and he comments about all things being equal, although, and we set it out in our closings, when he was
asked about this in cross-examination he said, well, 1 things are never equal, things are all varied.

But there's certainly no positive case being put forward that this would be reflected in sale and leaseback. Mr Smith observed yesterday those are linked into borrowing to raise money for new stores. It certainly can't be new equity during the period because Sainsbury's didn't raise any new equity during the claim period. J Sainsbury plc did in 2009, but Sainsbury's itself didn't raise any new equity during the claim period.

Therefore, the most that Sainsbury's could ever claim, subject, as I said, to the evidential difficulty of when it moves from lower interest on its bank account to paying higher financing costs on higher borrowings, is potentially on that net debt effect.
What you certainly don't get from the evidence is any suggestion that if borrowing did at some point increase, that had any impact upon the sums which Sainsbury's paid to its shareholder J Sainsbury plc. And we know that throughout the claim period they paid exactly the same dividend to J Sainsbury plc every single year: $£ 250$ million year on year on year through the nine-year claim period.

During that period, profits changed by a factor

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of seven. The gearing changed enormously during that period, and nonetheless the dividends remained absolutely constant: $£ 250$ million a year. It cannot credibly be suggested, and to give him his due Mr Reynolds does not suggest, that without the UK MIF Sainsbury's would have paid $£ 240$ million a year to its shareholder. So the 250 million was an increase. There is no sort of link put forward in terms of the actual payment to shareholder changing.
We say that basically means the whole analysis of weighted average cost of capital is simply irrelevant, because the concept of weighted average cost of capital is the idea that it is relevant to look at it because the payments you have to make to your shareholders have changed.

But the evidence is quite clear, and there is a lot of the economists dealing with this as a matter of economic theory. Ultimately we dealt with that in the closing submissions. We say it is just very simple and should be dismissed on a pure factual point. No one is suggesting this dividend policy would have changed from 250 million a year based on sums of money that we are talking about here. And that's the end, we say, of the weighted average cost of capital argument.

It is important to bear this in mind, that as far as
we have been able to determine, no court in England has ever awarded interest on a weighted average cost of capital basis.
It is an entirely novel argument and one that simply fails entirely on the facts here, and there are good reasons why, as you have seen from the complexity of the evidence, the courts are not keen, or should not be keen to encourage this kind of complexity of analysis going on.

If anything, it is going to be loss of bank
borrowing, loss of bank interest, and potentially, if there was evidence on it, increased cost of borrowing. In terms of the relevant rates that we say should be applied, we set these out at paragraphs 797 and 798 of our closing.

Again, the tables are confidential so I won't go into the specific numbers, but we have given you two tables there. The first of them deals with effectively the interest earned on Sainsbury's cash balances. So that would be the interest foregone for the period when it was reflected in cash balances.
Then the second table is Sainsbury's annual average weighted cost of new debt. Evidentially the problem is one doesn't know which table to apply for which periods to which sums of money. The reason why we say the

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Tribunal simply can't proceed on that basis.
The other point I need to deal with is the suggestion that the Tribunal can award compound interest at some conventional interest rate. Essentially, the situation here is that there are two Commercial Court cases dealing with these issues, which conflict. We rely upon JSCv Ablyazov and we have quoted that at paragraph 709 of our closing.
In that case, Mr Justice Teare -- just to give you the date of that, that is around April 2013 -- rejected any idea of compound interest without parties having pleaded and proved the actual interest rate losses. So their personal specific losses.
That was April 2013. Now, what Sainsbury's do is rely upon the decision in Equitas. That was Mr Justice Males. Mr Justice Males concluded that he could award interest at a conventional rate, a compound interest at a conventional rate. Of course the problem there is that there's no indication from the judgment that Mr Justice Males was shown the judgment of Mr Justice Teare, which was about six months earlier. The cases are April 2013 and October/ November 2013.
So we have a conflict between two Commercial Court cases. Obviously Mr Justice Teare couldn't have known about the conflict because Equitas comes six months

1 later, but it is not clear from the judgment that 1

2 Mr Justice Males was shown Mr Justice Teare's earlier judgment. So there is a conflict of interest in relation to that.

We set out at paragraphs 716 to 718 of our closing the reason why we say the Tribunal should follow the approach of Mr Justice Teare, because that's what's required by the House of Lords in Sempra Metals. The short point is that if the House of Lords in Sempra Metals had intended in the future that all awards of damages could take place on a compound interest basis at simply a conventional rate, then they just simply would have said so. That would have utterly removed the entire statutory basis for the award of damages because you could always in those circumstances just do compound interest at a conventional rate. That does not reflect the approach adopted by the courts generally since Sempra Metals, it appears to be a decision that only Mr Justice Males has reached the conclusion that Sempra Metals gives the Tribunal that power.
With respect, we would say it is quite clear from what is said in Sempra Metals that that is not what the House of Lords is doing, giving a general right to claim compound interest without any evidence of the actual loss to the claimant. Because they emphasised, we set
out in our closing, that a claimant must claim and prove his actual interest losses if he wishes to recover compound interest. And nothing could be clearer that you actually have to claim and prove your actual loss, which removes any possibility of doing it on a conventional basis once you are into the compound interest territory.

Obviously if the Tribunal concludes there is some financing cost which should be covered here, there is always the fallback for Sainsbury's of claiming on the statutory basis, which is simple interest. If the Tribunal is minded to go down that route -- and we say again the financing issue, unless there is a head of loss and they have been out of money, the Tribunal shouldn't award interest at all. But if the Tribunal is going to award interest, they certainly shouldn't do so at the excessive rates set out in Sainsbury's closing at paragraph 601.
Again, I'm afraid I can't refer to them other than by saying they are excessive, because the two figures in there have been highlighted as being confidential. What I would invite the Tribunal to do is go back to Mr Harman's tables, we set them out at paragraphs 797 and 798 of our closing, which reflect the actual money that Sainsbury's received in its bank account and the
actual money that Sainsbury's paid to borrow during the claim period. And you will see that they are dramatically lower than the figures that Sainsbury's suggest at paragraph 601 would not over-compensate them.

The reality is they would over-compensate them because the actual evidence shows Sainsbury's could borrow dramatically lower rates than those which
Sainsbury's now tries to claim at, which is the reason why we say the Tribunal is going to award interest, concludes it is right to do so, should be on the basis of simple interest, and at the conventional approach simple interest of 1\% above the Bank of England rate we say is clearly the right rate in those circumstances. And if the Tribunal looks at the rates Sainsbury's could actually borrow at, we submit that is a rate which would not over-compensate.
Unless there are other questions on compound
interest, I was then going to move on to ex turpi causa.
MR JUSTICE BARLING: Thank you, Mr Cook.
( 2.30 pm )
(A short break)
( $2 . .35 \mathrm{pm}$ )
MR JUSTICE BARLING: Ex turpi causa?
MR COOK: Ex turpi causa, indeed, sir. So we have set out our case on this in some detail in the closings. There

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were three points I wanted to develop orally.
We set out a lot of factual material. First, the single economic entity point. Now, there will clearly be circumstances in which the single economic entity will be extended up the chain to a parent who had no actual involvement in the business in question on the basis that the parent had decisive influence over the subsidiary. So that undoubtedly is, one sees that a lot in the case law.
We say it is quite clear from the cases though that that's not the only circumstance in which companies can be part of a single economic entity, and we have all the classic tests. The single economic entity is about unity of conduct, whether or not they act jointly on the market. We say that is where the Tribunal in terms of looking at sister companies, obviously there can be situations in which one company controls the other, but if they are -- there is a unity of conduct, if they act together jointly then they are a single economic entity. And that's what we say is the situation here. And the Tribunal deals with this by looking at the links between Sainsbury's and Sainsbury's Bank to see whether they were acting jointly on the market in relation to MasterCard credit cards.

Because we accept, obviously, you are looking at
just not a general question, it is relevant to what's the conduct that's relevant to the basis of saying ex turpi causa applies, and so what's relevant to the cause of action relied on.

We say when you look at all of the evidence this is a question which ultimately admits of only one answer: Sainsbury's and Sainsbury's Bank were clearly working together in relation to Sainsbury's Bank MasterCard credit card business. Basically I scratch your back and you scratch mine. They were working together for their own mutual benefit. We say when you look at all the factors there, that was clearly what was going on and that's single economic entity.
Mr Brealey suggested in closing you should be reluctant to suggest that people, just because they are part of the same group, part of the same single economic entity. We are not suggesting that merely because they are part of the same group, single economic entity. It is about their relationships with each other. Are they actually working together. We say it is important to remember why there is this concept of a single undertaking, single economic entity, under competition law. And the reason why you have it is designed to prevent, or at least ensure that it doesn't happen too readily to prevent situations where subsidiaries which

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work together are suggested to be part of a cartel with each other.
The reason why you would not normally expect there to be a cartel just involving members of the same group is that ultimately you expect subsidiaries in a group to work together. You would not expect them to compete with each other. That would just be absurd. To use a phrase in this case, it is all about wooden dollars. It doesn't matter whose bank accounts the money ends up in, it is all the group's money. It would be absurd to have two group subsidiaries fighting for the same business, competing each other down to try and get the same business, because frankly that is in neither of their best interests --
MRJUSTICE BARLING: Is it merely coincidental that they happen to be subsidiaries, co-subsidiaries? Or could you have the same synergies with two unrelated companies that happened to work in the same way as Sainsbury's Bank and Sainsbury's Supermarket, to their mutual benefit?
MR COOK: I think there are certainly circumstances where single economic entities have been held to exist in relation to companies that were not held together. You get the situation, I appreciate it is a different one, where you have a person's agent saying it is a separate
entity, it is not owned by you, but you are working to the -- there are certainly circumstances where the fact you are not jointly owned can arise.
However, no, we would say it is about the fact that ultimately you would not expect there to be competition between members of the same group. It is about the links that arise from that as to whether they are working together.
MR SMITH: Is the test or a factor to take into account the extent to which the two companies operate in a way that is not the way they would operate if they were in an arm's length relationship?
MR COOK: We would say that. That is a very, very good way of putting it, sir. But that's sort of the fundamental difference that one gets with companies within a group, they don't -- ordinarily if I'm negotiating with somebody, obviously I have to find a deal that works for both of us. But my principal objective is to try and get a deal that's the best for me.
In the context of a group situation, and what we say one sees in spades in the evidence here, is they are thinking about the group first and not their own private benefits. That's where one gets that group mentality, rather than sort of everyone, competition red in tooth and claw.

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MR SMITH: Just to look at the factors that one might focus on. For instance, if information that would in a third party situation be regarded as confidential, if that's freely flowing between the companies, that you would say is an indicator?
MR COOK: It is an indicator and that's what we do say arises here. One does see flows of incredibly confidential information. It is the reason why a lot of the cross-examination on these issues took place in confidence.
The kind of detailed profitability numbers, the kind of detailed analysis, information flows in relation to information on customers based on Nectar card data, which was just being handed across by Sainsbury's to Sainsbury's Bank, that's incredibly valuable data. Normally if somebody wanted that data you would say, okay, I might give it to you, but how many millions of pounds are you going to give me for access to my database. It is just handed across.
You do see this incredibly confidential profitability, what particular customers are costing you, what revenues you're getting from you, being passed back and forth in the way you would expect in a group without sort of any analysis of who's who. That's not something you would do with somebody that wasn't part of
your group.
MR SMITH: So in a sense, the fact that the companies are
part of the same group explains why they are behaving
that way. But if you had, for whatever reason, I can't
honestly think of one, two companies that were entirely
independent in terms of their group structure but they
were operating on this non-arm's length basis, I can't
see why they would, but suppose they did, you would say
again this is an indication that even though they are in
separate groups, part of the same undertaking?
MR COOK: Other than you do see some of the agency
situations where somebody has formalistically
self-employed. But in a different legal system one
might see them as being effectively an employee almost.
And where $100 \%$ of your business comes from somebody, you
end up with a relationship which is akin to being
employed by them.
So one can see situations where they are legally
separate, but they have such a mutuality of connection
of interest that one gets there. In normal
circumstances, effectively unless you have that kind of
element of focusing on the other person's performance as
being intrinsically good for you, which is what you only
get in a group, whether it could legally happen is
perhaps less relevant than whether it could factually

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happen.
MR JUSTICE BARLING: Sorry to interrupt. You sometimes get things like a Costa -- instead of a company having its own canteen, you sometimes get them embedding a Costa in their shop or organisation because that is mutually beneficial, because they each increase their customer base through being together. No reason why a bank shouldn't get together with a big supermarket if they were quite separate entities and find that this same kind of synergy that we see here would be --
MR COOK: No, there is no reason why you shouldn't do it, and of course you do get people working with people in different spheres all the time. The difference is normally when they look at the negotiations there will obviously be an element where it has to work for you too or we are not going to do the deal. That's just a fundamental fact of commercial life. Unless I can persuade you to do the deal, it won't happen.
But nonetheless each individual party is negotiating at arm's length with the other one, looking at their own personal benefit and saying is this financially worth it for me.
MR JUSTICE BARLING: You are suggesting there isn't that evidence here, the bank didn't look at its own benefits and --

MR COOK: I'm suggesting one sees a lot of situations -- the phrase "wooden dollars" is by far and away the best evidence in relation to this. That's the idea that money in the other person's pocket is not real money and it is not real money because it is going into the group's pockets. We say that is the best evidence. That is an illustration of what one sees. In practical terms, one sees it in relation to if we can't beat them, join them in relation to premium cards and one sees it as an illustration in relation to ATMs where Sainsbury's Bank does something on the face of it which is highly risky for Sainsbury's Bank but is beneficial for Sainsbury's. One sees this in relation to how they consider whether or not they should take out particular cards, particular payment, alternative payment products. It is about what's good for the group.
We saw the evidence that that was as well what Sainsbury's management expected them to be doing. It would be absurd to take the approach of focusing on your own personal benefits when you are part of a group. We say that's what you see right the way through this is an element of looking at it on the group basis and saying this might not be good for me, but nonetheless I'm willing to do this because it is good for the group.

So we say that is what one gets from the evidence
here. There is an incredibly close link in relation to what they are doing in terms of the business. I can take you to paragraph 868 of our closing.
I mean, there are a couple of points. I'm afraid I can't take you through that many of them on the basis that a lot of it is confidential, but there are a couple of them that are not confidential and I want to particularly highlight as being crucial to the Tribunal in terms of the parties working hand in glove in relation to Sainsbury's Bank's MasterCard credit card product.
In paragraph 868, Sainsbury's was an authorised representative for Sainsbury's Bank. It should say "for the purpose of", not "for the purchasing of". For the purpose of selling financial products including credit cards. That was an FSA requirement that Sainsbury's need to be authorised to act on behalf of Sainsbury's Bank in selling Sainsbury's Bank credit cards to Sainsbury's customers in store, with paperwork. When you go to the till at Sainsbury's, you have all the different leaflets saying pick up a Sainsbury's Bank credit card. That is a fundamental part of the business model here. And we see at paragraph 869 the percentage of Sainsbury's Bank's credit card business that was coming from Sainsbury's Supermarkets acting in this
authorised representative role.
The figures are confidential, but you can see how fundamental that relationship was. So they are absolutely working together. We saw as well the millions of pounds of funding that Sainsbury's provided to allow Sainsbury's Bank to increase take-up and usage of MasterCard credit cards. We say again that's them working together. It might be it has some mutual benefit, but they are clearly both involved in this business.

We also saw and this is into some of the more confidential material, in relation to the payment steering group, the payment scheme steering group, the PSSG and what was being discussed in relation to that. And we addressed that from paragraph 892 of our closings onwards. We see, as you would expect within a group, joint decisions being made in order to take account of their mutual interests. We see a number of the quotes, and we went through this in cross-examination, about what was the goal behind this, and phrases like "consistent strategy", "fully aligned". I mean, those are words that groups of companies use who are working together. That's not the kind of thing one has if you are negotiating something on an arm's length basis.

So we say you see very clearly unity of conduct

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working together.
MR JUSTICE BARLING: What's the best authority? You
mentioned quite a lot in the footnotes in this section,
but which would be the best one on this -- I forget the phrase you used.
MR COOK: 602, ICI v Commission is the unity of conduct on the market. We give the quotes in relation to each of them.
So:
"A unity organisation of personal, tangible or
intangible element to pursue a single economic aim on a long-term basis."
That is Michel v Commission and HFB v Commission.
"Where two companies are adopting the same course of conduct on the market," and that's
DaimlerChrysler v Commission.
MR JUSTICE BARLING: It is those you mention in footnote 600 onwards on that page, 255.
MR COOK: But I mean, I don't understand that any of those kind of quotations are seen as particularly controversial. That is the traditional formulation of the basis on which you say somebody is a single economic entity. We say that is the test.

It is then simply a question of applying the clear facts that are available on this case. We say the facts
admit really of only one analysis of how they are working jointly together.

Now, Sainsbury's only real answer to this, other than its attempt to say single economic entity is all about decisive influence, they are a bit grey on that in the end. They say, well, you shouldn't be too ready to find sister companies working together. So they seem to acknowledge there is an aspect of this that you should be cautious. Well, whether you are cautious or not the evidence is pretty clear here, and we reject the idea of caution, the idea there is some presumption against it.

In the context of group companies, frankly one would expect them to be doing just this, and that's what the witnesses said, that's what their expectation was of how group companies act. And ordinarily, it would be an extraordinary outcome. We say it couldn't happen, but it would be an extraordinary outcome to say that companies in a group were in a cartel just with each other. I'm not saying it couldn't happen, but it would be a surprising outcome because you would expect them to be acting jointly together.
MR JUSTICE BARLING: Do you allege that there was decisive influence that mattered here or not?
MR COOK: We don't. There is the decisive influence that clearly goes up to the parent in relation to both of

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them. We are not saying that Sainsbury's has decisive influence over Sainsbury's Bank or vice versa. I mean, we say they are acting jointly together.
MR JUSTICE BARLING: Do you rely upon the fact that they are both the subsidiaries of J Sainsbury's in the sense that decisive influence is coming -- does decisive influence play any part at all in your analysis?
MR COOK: To some extent we do certainly refer to the fact that J Sainsbury's -- there is an aspect here of obviously there was a period -- a lot of the claim period Sainsbury's Bank was not wholly owned by J Sainsbury plc, so we do look at the extent to which J Sainsbury plc had control over it. To see the extent to which -- partly to address the evidential argument to say that actually, if it had been in the camp of -- if it had been completely controlled by the Bank of Scotland, Halifax Bank of Scotland, then one might, in those circumstances that would at least suggest there might not be that kind of working relationship together, one would still need to look at the evidence.
We say looking at the way in which the structural relationships worked, you do have that parental control going on and that shows why you would get the working jointly together. We don't say the fact that they are

1 simply controlled by the same parent -- the case law

2 makes very clear, the mere fact of being controlled by the same parent doesn't mean you are part of a single economic unit.
It is a consideration. One might go further than that and say it is quite a powerful consideration, but ultimately it is still about looking at the evidence linking them. And the key phrases are:
"... unitary organisation of personal, tangible and intangible elements to pursue a specific economic aim on a long-term basis."

It is looking at all of those tangible and intangible elements to see if that unity of conduct is actually present. We say that's what the test is and we say it's met in terms of the evidence.

Sainsbury's only answer to this, other than the legal point, is to fall back on a very formalistic company law position that the directors of a company have a duty to act in the best interest of the company, and so Sainsbury's Bank had to act autonomously.
A slight sort of financial services overlay put over that basic company law proposition.
If that was the answer, then the whole concept of single economic entity would cease to apply under English law and, I suspect, the company laws of almost

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any jurisdiction since you would always rely on the fact the directors control the company and have a duty to act in the best interests of the company, you could never have a single economic entity.

Quite clearly that's not right. The reality is that in groups of companies, directors are expected to, they do in fact, and certainly on the facts of this case the directors of Sainsbury's or the staff of Sainsbury's and Sainsbury's Bank were expected to, and did, put the interests of the group as a whole ahead of the interests of the particular part of the group they happened to be acting for that week.
It is a tremendous oddity with all of the witnesses, you ask them who are you employed by, "I have no idea who I am employed by. I have to remember ten years ago who I signed a contract of employment with." I mean, the reality is you see them going back and forth, and one day you are wearing your hat as an executive director of this company and the next day you are a non-exec of this or that as you get within groups. People move around and they are thinking about the best interests of the group as a whole.
Whatever the realistic theory, one looks at the reality and the reality, we say, is very clear on the evidence. So that is why we say the single economic
entity test is clearly met here.
The second point I wanted to develop is in relation to whether or not it can be said that Sainsbury's undertaking, that's what we say is the relevant test, has itself committed any wrongdoing.
We develop this at paragraphs 933 to 942 of our written closing. It is quite clear from the way in which the case is being advanced that the Sainsbury's undertaking either has an agreement with MasterCard and they are putting their case on the basis of an agreement with MasterCard, or it is part of the association of undertakings that they say MasterCard, being the head of that association of undertakings. We disagree with that analysis, as you know.
So from the point of view of if there's an unlawful agreement, which is what's being suggested the MIF is, the contracting party or the party we are acting on behalf of includes the Sainsbury's undertaking. We don't need to go that far.
Paragraph 938 is the point we make, and it is taken from Provimi, but we understand this simply to be a statement of general proposition of law. It is not a point that gets sort of thrown into doubt by subsequent questions about the Provimi principle:
"The implementation of an infringing agreement is

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itself an infringement of article 101."
So you don't need to have actually have been party to the agreement proper.
If there is an agreement and you implement it, that's a breach of article 101. One could accept a situation potentially -- this is Lord Sumption's test in relation to turpitude -- one might accept if one was implementing agreement without knowing it was unlawful or illegal in certain respects, then the turpitude principle Lord Sumption enunciates might save you from the application of the ex turpi causa principle.
But, again, on the evidence here it is quite clear that the Sainsbury's group has long held the view, through the claim period, that the UK MIF was unlawful.

That's the position now. We had this odd situation where one had individuals who are directors of, among other things, Sainsbury's Bank, coming to court on behalf of Sainsbury's and giving evidence saying the UK MIF is unlawful.
They simply can't get off on the basis of saying Sainsbury's Bank honestly and reasonably believed that the UK MIF was lawful. That wasn't the position being taken internally. What one actually sees internally is an entirely different viewpoint in relation to what was going on, and we have set this out in our paragraph 842
of our closing. We set this out.
MR JUSTICE BARLING: Is that 842 or 942 ?
MR COOK: 842. We are going back.
They were focused on the idea they would lose money
if interchange fees were reduced, and they quantified
it, but we are not worried about the number. But they were happy to go on with the UK MIF on the basis that the risk of retrospective damages seems somewhat remote. That is just a situation where they are going nobody is coming after Sainsbury's Bank, we don't need to worry about it.

So they quite clearly carried on doing something the group believed to be unlawful.
MR SMITH: Is subjective belief the test? Because we have obviously spent a long time during this trial debating and hearing argument about whether there is in fact an infringement of competition law here and, indeed, Mr Hoskins was saying that the open and shut argument of an infringement by object was not open and shut, it was very unclear. All that doesn't matter if the party to the ultimately unlawful behaviour subjectively believes it to be unlawful.
MR COOK: We would say that. That must be an aspect. There are aspects here where sort of ignorance of the law is no excuse, things like that. I wouldn't certainly

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suggest that the fact that one didn't believe one was acting unlawfully in the context of turpitude would necessarily be an answer. If you know all the facts, that might be enough anyway. It is knowledge of the facts, not necessarily knowledge of the law.

But in a situation like this where you have a party who goes ahead believing that what they are doing is unlawful, that turns out to be right, it is very difficult to turn round and say maybe I should not have come to that view. You have done something believing what you were doing was unlawful, and we say that must be turpitude for these purposes.

There's no sort of public policy sensible reason for saying that somebody who believed themselves to be acting unlawfully was not acting in a morally turpitudinous way. So we say yes, if you believe you are acting unlawfully that's got to be good enough.
MR SMITH: Even if my subjective belief is without foundation, objectively speaking?
MR COOK: I think to some extent one has this artificial position. If your subjective beliefs turn out to be completely without foundation, there wouldn't be any wrongdoing. That is the difference here.

Your subjective belief, if it turns out to be validated because -- to some extent, the position is
saying should you get away with doing something you believe to be wrong, you knew to be wrong? That's partly why we say there's a fundamental distinction in front of the Tribunal's questions between the approach in terms of exemplary damages which Sainsbury's have of course now dropped against MasterCard, and whether that in some way impacted upon the position in relation to turpitude on the Sainsbury's undertaking and to some extent one is looking at different people.

But what is quite clear here is that there was no suggestion that Sainsbury's Bank were saying maybe it is not that clear cut, we think there are some good arguments for it. There is no suggestion of that at all. We would say they were behaving in a way they believed to be unlawful, and quite clearly the reason they were doing it is (1) it made them a lot of money, and (2) they didn't think anyone was going to sue them in relation to it.
We do say in those circumstances they implemented the agreement. They have done so believing it to be wrong. And any sort of turpitude standard required is therefore clearly met.
So that brings me to the third point, which is that of significant responsibility. To some extent I have covered those points. We do develop it in relation to

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a number of principles, and one of the points I wanted to emphasise is the requirement laid down by the Court of Justice in Crehan to avail yourselves in good time of all the legal remedies available to them.
What you can't do, and what Sainsbury's undertaking did and continues today -- I mean, that's the thing. They are still charging, they are still operating today at the UK MIF at a rate which is still 0.3 , twice the level that Sainsbury's say is lawful. So they are still doing it today. They simply have made no attempt to avail themselves in good time of the legal remedies available to them. They are happily collecting the money. They think the risk of being sued is remote.
The Tribunal has obviously been interested in the idea of bilateral agreements. We say in normal circumstances once you have a default rate, whatever the default rate is, whether it is zero, 80 basis points, no acquirer will want to agree to a higher rate. If it agrees to a higher rate than its competitors it is at a competitive disadvantage, and no issuer will want to agree to a lower rate because that's going to put him at a competitive disadvantage in terms of supplying benefits to his cardholder. Both of them have a reason: one side doesn't want to go up, the other side doesn't want to go down.
The one time where you should able to say the
bilateral agreement is easy to agree is where you have
a default interchange fee and the issuer says: I would
like a lower rate.
Normally that won't happen. There's no sensible
reason for an issuer normally to positively propose
a lower rate.
MR JUSTICE BARLING: They don't need to, do they, because
all they needed to do is to say, okay, we will just
agree the MIF? We will have a bilateral at the same
rate as the MIF. And hey presto, there's no problem at
all.
MR COOK: They can do that, but if they take the view they
should not do it at a particular rate, they could do it
at a different rate, at a rate they do consider --
MRJUSTICE BARLING: You would not be suggesting there there
was any turpitude if they just agreed the MIF rate,
would you? They certainly wouldn't be acting
unlawfully, would they?
MR COOK: It may well be the case. If they are genuinely
suggesting it shouldn't be above a certain rate for
particular reasons, then maybe they should have thought
about that. But, in any event, they should certainly
have pursued bilateral agreements.
To some extent if they had offered a lower rate

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an acquirer would have bitten their hand off because why would the acquirer not want a lower rate if it gets the opportunity and one is offered --
MR SMITH: Sure but to avoid the illegality if the bilateral agreement that avoids the illegality and then one could debate what rate it might be agreed at, but it is the bilateralness that escapes the turpitude.
MR COOK: Yes. To some extent it depends how you formulate it in terms of what's put against us, but, on any view they could certainly have done a bilateral in a way that satisfied themselves it would not have been problematic. We say that is clearly an option that is available to them. It is an option that's available to them now. The evidence is they hadn't even enquired about the possibility.
MR JUSTICE BARLING: What would be the point? Why should they bother?
MR COOK: They should bother on the basis, sir, that: why should people bother not breaking the law? Because breaking the law is wrong.
MR JUSTICE BARLING: It is not going to help anybody one way or the other if they agree the same rate. They are not controlling the rate, are they?
MR COOK: They are if they agree a bilateral.
MR JUSTICE BARLING: They are not controlling the MIF.

MR COOK: If they agree a bilateral they are controlling the rate and if they consider the MIF is in some way problematically high, and it's being created at a problematically high level, then they agree it is a different rate. But the reality is that determines the amount of money they are taking from Sainsbury's and they are taking Sainsbury's from all sorts of other retailers across the UK.

Of course, sir, the answer is that sometimes you get cartels where the cartels is tremendously ineffective, everyone breaks the rules or you don't have enough people in the cartel and so the cartel doesn't have any effect on prices. One gets that sometimes. If you claim damages in relation to those kind of cartel, the answer is zero. But that doesn't mean it is perfectly fine to enter into that cartel on the basis that: I've just entered into an ineffective cartel, it is not having any impact. No, you are duty bound not to do so and we say in those circumstances it is quite clear they have a significant responsibility.
MRJUSTICE BARLING: It scuppers the claim. You say they had significant responsibility for the MIF?
MR COOK: They implemented it. They are the ones who received the money. The oddity here is MasterCard doesn't receive the MIF. So MasterCard has never had

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an interest in an abstractly high MIF because we are getting it. MasterCard has always had an interest in a MIF which we say balances the system in a way that drives demand on both sides of our two markets.
MasterCard has never had an interest in a high MIF. Sainsbury's Bank was the one who was actually in this context receiving the money, implementing what they say is an unlawful collective agreement.
MR JUSTICE BARLING: You have had an interest in a high MIF because it is through a high MIF that you say you can drive the payment issuing and issuers will queue up and your MasterCard payment system will be highly successful opposite Visa.
MR COOK: We say we have an interest in the right MIF. It depends whether you view what we currently have as high or not. Sainsbury's do. It is considerably lower than Amex throughout that period. We have an interest in the right MIF. But we don't receive the money. The measure here is not whether MasterCard also has significant responsibility, it is not a: only one of you can have significant responsibility. The question is whether the Sainsbury's undertaking has significant responsibility and we identified a number of factors at paragraphs 945 to 953. We say it is quite clearly it does have that responsibility and, as I say, they can't get off the
hook on the basis they didn't know the facts, they were 1
not aware of what was going on. That's just not
suggested at all.
Ultimately the conclusion of that is, we say, if we
are wrong on all of the points that Mr Hoskins has
already developed and the Tribunal does conclude that
MasterCard acted unlawfully, then it follows that the
claim should be barred by ex turpi causa.
Unless there are any more questions, those are my
submissions.
(Pause)
MR JUSTICE BARLING: No, thank you.
( 3.12 pm )
(A short break)
( 3.20 pm )
Reply submissions by MR BREALEY
MR BREALEY: I guess I have got about half an hour, something like that.
MR JUSTICE BARLING: Right.
MR BREALEY: Can we just start with the ex turpi causa while
that's fresh in our minds and just on this unity of
conduct point. If we could go to paragraph 845 of
MasterCard's closing.
My Lord asked what is the authority for unity of
conduct on the market and we see there MasterCard

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saying:
"The test for identifying a single economic unit
requires unity of conduct on the market."
And then the last sentence:
"More specifically, the concern is to determine
whether the two companies are adopting the same course
of conduct on the market or acting jointly on the market."
Just pausing there. That can't be the test for a single economic unit. I mean acting jointly on the market is a test for concerted practice, for example. So you look to see whether two parties are acting jointly on the market, it is a test for concerted practice. So if you just take this too literally,
concerted practices would end up being a single economic unit. There's something kind of troubling there.

I'm going to go to a few authorities but if we could go to the authority which is relied on, which is the ICI case, at footnote 602.
MRJUSTICE BARLING: That's I2.
MR BREALEY: It is tab 1. Basically, the quote is from paragraph 140, $\operatorname{tab} 1,43$ of the bundle, 663 of the report. So the quote is:
"The formal separation between these resulting from their separate legal personalities cannot outweigh the
unity of their conduct on the market".
Let's just see the analysis that leads to that and that starts, as one knows, the parents were guilty of price fixing, the subsidiaries were implementing it and the question is whether, as we see at 131, the parent's conduct is to be imputed to its subsidiaries.

So we get the same approach at 132:
"The fact that a subsidiary has separate legal personality is not sufficient to exclude the possibility. Such may be the case in particular where a subsidiary having separate legal personality does not decide independently upon its own conduct."

That is a classic test. It is not deciding independently its own conduct. 134, again we get the same buzz words:
"Where a subsidiary does not enjoy real autonomy in determining its course of action in the market."
"In view of the unity of the group thus formed..."
So one can see if the subsidiary is not carrying out real autonomy, there is a unity:
"It is well known that the applicant held or at any rate majority of the shares".

Then 137:
"The applicant was able to exercise decisive influence over the policy of the subsidiaries."

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So those were the factors that led to that conclusion at 140 about unity of conduct on the market. So one has to be slightly careful, just reading that paragraph 845 , and concluding well simply because there is some sort of unity on the market that is an economic single unit.
MR JUSTICE BARLING: Was this, without reading it I'm not sure, in order to get at the parent? Was this one of those cases where they wanted to fine the parent or was this where they wanted to decide whether there was some concerted action between the parents and the subsidiaries?
MR BREALEY: I think from 125 it is the jurisdiction.
"The applicant, whose registered offices are outside, argues that the Commission is not empowered to impose fines on it by reason of its effects ..."
MR JUSTICE BARLING: Yes. So this is to do with getting at the parent then. Yes.
MR BREALEY: Yes. But one sees the classic lines about real autonomy, decisive influence, to lead to this conclusion of unity of conduct on the market. So all I'm doing here is just to urge the Tribunal to not read too much into that paragraph.

What I was also going to do by reply -- I don't know if the Tribunal has Day 22 of the transcript -- I was
1 just going to highlight certain bits of the transcript

just going to highlight certain bits of the transcript

and then make some submissions.

I just want to start with a fairly obvious one and it concerns the investigation into Visa. If we could pick this up at page 21. So internal page 21, line 18.
This was a question by Mr Smith and I know the Tribunal
has it in mind but Ijust want to be doubly sure. So you asked Mr Hoskins, this is at page 21, line 18:
"In the UK the only proceedings was the OFT's quashed proceedings against MasterCard, there was no paralegal proceedings against Visa by the OFT." I just wanted just to double check that. Of course if we had gone to E1, tab 5, we have simultaneous investigations into both MasterCard and Visa. That's tab 5. That's June 2006. The tabs after that are full of investigations into Visa. So, in tab 5 again you have the investigation both into MasterCard and Visa, who account for over $90 \%$ of credit cards in the UK. That investigation is expanded at tab 7.
"The OFT has decided to expand the scope of its investigation into MasterCard and Visa, current UK interchange fee."

So that is the OFT. If one goes to tab 8 we know
there was a Commission investigation into Visa. That's
tab 8. And one can go on throughout this bundle, for

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example, at tab 10, the Commission sends a statement of objections to Visa. Of course Visa ends up giving commitments. So I just wanted to double check that the Tribunal is aware that Visa has been investigated throughout. It starts off with the 2002 exemption decision.

That was my first point. If I could then go to page 72, line 22. This is what I call the no credible grumblings from retailers.
MR JUSTICE BARLING: We are still on Day 22?
MR BREALEY: I'm only going to stay in Day 22.
MR JUSTICE BARLING: No credible rumblings.
MR BREALEY: From retailers. So this is a question from my Lord:
"Of course you would be sticking your neck out, but you were saying they couldn't make a credible threat. And what about the British Retail Consortium?"

This is at the bottom of page 72.
This is a question to Mr Hoskins:
"Are you suggesting that there couldn't be any
credible rumblings that would ... have some impact on Visa?"

Then the answer:
"It didn't happen in Maestro. It didn't happen.
It's the UK. It's a large differential. Acquirers,
merchants, regulators did nothing ..."
Then 16:
"I think you are ad idem in the sense that nobody would take the first step ... crazy ... Asda and Tesco are probably not going to follow ..."

That is kind of the response.
I just wanted to remind the Tribunal about the story of the MasterCard Debit. So in the Maestro story of course you have the MasterCard Debit story. Just to pick that up, could we go to E3.12. This is, I think, confidential so I will just highlight the passage.
It is one of the documents I put to Mr Douglas, and if you go through Mr Douglas' evidence, we touch on this. But the document is at tab 215. If one remembers that the MasterCard Debit card was introduced, as we know, in 2007 and it was a bit of a disaster. And the reason it was a bit of a disaster is, if one looks at 4895:
"Later attempts to induce straight ... for this reason when we launched ..."
This is MasterCard's reaction to the rather unsatisfactory launch of Debit, and it is the bit over the page at 4896.

So we have got a problem with issuers, acquirers, but it's the merchants at 3.3:

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"Once more the major ... merchants have delivered a strong ... message."

Then you get reference to Tesco, John Lewis, do not accept; mention M\&S, Sainsbury's.

Now, all I do is Mr Hoskins refers bits of evidence where the retailers are accepting that this is an example of retailers not accepting, or at least objecting to the MasterCard Debit card. So it is just an indication of if that differential is too big, those retailers do have some clout.

If I could go to exemption and essentially that's where I'm going to finish, and I have got four things to say on exemption.

I have got the no worse off point, the small merchants point, Mr von Hinten-Reed's sample of one point, and we will finish with the specific MIF point.

The no worse off point, if we could go to page 109 of the transcript, Day 22. I will need to go through a few authorities, but if you could open up at MasterCard's closing at 68. That's 209/ 210. In the light of Mr Hoskins accepting essentially paragraph 85 of the guidelines and the no worse off, this is not such a big point now. But I do feel it is right just to get the law straight for the purposes of the Tribunal.

So 209 . 1
MRJUSTICE BARLING: Paragraph?
MR BREALEY: Yes, at page 109 of the transcript, Mr Hoskins referred to the Maritime Belge case. That is at line 23 , then set out the passage which you see there at 209. Then I intervened a little bit and then I shut up, but I wanted to -- if one then looks at paragraph 210 of the closing, everything is set out. Paragraphs 236, 237,241 . But I would urge the Tribunal to note paragraph 242 because it is not quite complete, as we shall see.

So I just want to, at the moment, highlight that there is something not complete about 242. You can put something at the beginning and something at the end basically.
What I would like to do is just go to the guidelines of the general courts and the CJEU to make good this point. That quote is not quite complete.

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MRJUSTICE BARLING: So we want E1, do we?
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MR BREALEY: We want E1, yes, sir. We will start off at the
guidelines and this relates to the Maritime Belge case
that Mr Hoskins referred to at page 109 in the
transcript, and it is set out there in 209 in the
closing.
It is at page 38A.7, paragraph 43.

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MRJUSTICE BARLING: What tab is this?
MR BREALEY: Sorry, it is 2A. So it is the guidelines.
MRJUSTICE BARLING: And paragraph?
MR BREALEY: 43. It is relevant to the submission that is being made in the closing about the benefits to merchants and benefits to cardholders.

## So at 43:

"The assessment under 101(3) of benefits flowing from restrictive agreements is in principle made within the confines of each relevant market to which the agreement relates. Community competition rules have as their object the protection of competition on the market and cannot be detached from this objective. Moreover, the condition that consumers must receive a fair share of the benefits implies in general that efficiencies generated by the restrictive agreement within a relevant market must be sufficient to outweigh the
anti-competitive effects produced by the agreement within that same market.
"Negative effects on consumers in one geographic market or product markets cannot normally be balanced against and compensated by positive effects for consumers in another unrelated geographic market or product market."

That is the starting point. But then it goes a bit
wider:
"However, where two markets are related efficiencies achieved on separate markets can be taken into account ..."

This is the important bit. The proviso:
"... Provided that the group of consumers affected by the restriction and benefiting from the efficiency gains are substantially the same."

I would ask the Tribunal to note that:
"... provided that the group of consumers affected by the restriction and benefiting from the efficiency gains are substantially the same."

You see there the footnote, 57, that actually refers to the Maritime case. That is at page --
MR JUSTICE BARLING: You get that at the end.
MR BREALEY: Right at the end. Penultimate page.
Basically what the Commission says there is, it is the bit "importantly", four lines down:
"Importantly, however, in this case the affected group of consumers was the same."

So that is why when you are looking at two markets, if the group of consumers is the same, then you can say they are benefiting. So those are the guidelines.

If I just quickly go to the General Court, which as you know is at tab 15. Paragraph 228 at 348. I just
refer to this because this is essentially what I believe was being appealed. 228, it is the whole thing.
Three lines up:
"However, as merchants constitute one of the two groups of users affected by payment cards, the very existence of the second condition necessarily means that the existence of appreciable objective advantages attributable to the MIF must also be established in regard to them."

Then if we can go to the main court, the CJEU, at paragraph 242 , which is at page 438 , tab 19. Again, I'm not quite sure how important this is in the light of what Mr Hoskins has accepted as regards merchants must not be worse off, but it is important to see 241 and 242 and how it fits together because we need a few more words, as I say, in the closing submissions of the quote.

At 241, it follows:
"Should the General Court have found that there were appreciable objective advantages flowing from the MIF for merchants even if those advantages did not themselves prove sufficient to compensate for the restrictive effects identified, all the advantages on both consumer markets could, if necessary, have justified."

It is slightly couched in conditional terms, but the bit I emphasise is having said that you can look at all the advantages on both markets, that's essentially what 241 is doing, you can in principle look at those, then you get 242:
"However ..."
So they are laying down a principle but then they are saying "however" and you are going to lead into something. That "however" is not in the quote in the closing:
"However, as is recorded in paragraph 234 of the present judgment, examination of the first condition raises the question. Thus whereas in the present case restrictive effects have been found only on one market of a two-sided system, the advantages flowing the restrictive measure on a separate but connected market also associated ... cannot in themselves be of such a character as to compensate for the disadvantages resulting from that measure ...(Reading to the words)... in the relevant market."

That is quoted, but then the bit that's not in the quote is:
"... in particular, as is apparent from 21/ 168/ 180 of the judgment, where the consumers on those markets are not substantially the same."

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In other words, the European Court is saying that the consumers on these two markets are not substantially the same and that's why we have always said the focus has got to be on the merchant market.

So you take paragraph 43 of the guidelines and substantially the same is feeding into those guidelines.
Mr Hoskins accepts that you have got to decide whether merchants are neutral or any worse off, but it is important to recognise the European Court saying these two consumer groups are not substantially the same.
So you read paragraph 242 of the CJEU in conjunction with paragraph 43 of the guidelines. So that is the no worse off point. I can put E1 away, I think.
Can I just quickly go to small merchants. So this is page 163 of the transcript. We just need to get E3.10 as well, page 4351. This concerns the categories 1 to 8, the smaller merchants.
If you remember, Mr Hoskins took the Tribunal to this table, really to support a similar allegation that you could perhaps take the small merchants being 20 times as opposed to seven or ten. We are not actually quite sure where this small merchants being 20 times comes from. Obviously it has cropped up for the first time in closing, but I just wanted to --
MR HOSKINS: Sorry, I put the cross-examination to

Mr von Hinten-Reed
MRJUSTICE BARLING: I'm sorry?
MR HOSKINS: I put this point on this table to
Mr von Hinten-Reed in cross-examination.
MR BREALEY: Yes, you put this table, but what I want to do is just highlight the relevance of this table.

186 and 187, particularly:
"However, the instances of very high or negative ...(Reading to the words)... minor share of the turnover in the sample."

So Mr von Hinten-Reed accepted to a certain extent what Mr Hoskins was putting to him, but if you go back to the transcript it only goes so far. And then at 187, the Commission is saying:
"The results presented above do not provide any information about potential differences in the marginal costs of cash and card or in the indifferent MSCs for merchants of different sizes."

All I'm doing here is when Mr Hoskins is relying on this table in the closing as giving support for, well, small merchants really bump up the MIF and the MSC, just have a degree of caution because the Commission itself is saying the results presented above do not provide any information about potential differences in the indifferent MSCs for merchants of different sizes.

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MR HOSKINS: So I don't waste my time, I just add can you just read the whole of 187, in particular the last sentence?

MR BREALEY: "This makes it possible to give an insight on the relationship between the merchant size and the ...(Reading to the words)... ultimately between the merchant size ..."

It gives an insight, but does it give you an insight of 20 times?

The Commission starts that paragraph:
"It does not provide any information about potential differences in the marginal cost of cash and card."
So that leads me -- I think we can put that away and just go back to page 156 of the transcript, line 20, where the submission is being made, which is preferable route? Mr von Hinten-Reed offers you a sample of one, whereas Dr Niels seemingly relies on the very survey that they spend most of their time criticising.
But I would just like to make five points on Mr von Hinten-Reed's sample of one because we say when you actually look at his report it is a very unfair description of his approach.
My first point is, first, Mr von Hinten-Reed has at least started with real data going back over a period of time, but real data, and he has carried out a thorough
analysis on that data.
So he has at least taken some data and analysed it.
That's my first point. The second point is that
Sainsbury's is a good start for the average transaction in the UK. So he has not taken a corner shop, he has taken a retailer which is a good start for the average transaction in the UK. That is the second point.
The third point is he hasn't just taken Sainsbury's data, he has compared that. He has compared the results with the competition survey. And his conclusion is comparable to the Commission's results. That is the third point. So he has compared the results of Sainsbury's data with the Commission's survey.
The fourth point is that he has also benchmarked or compared the results by reference to the British Retail Consortium survey. So he sense checked it again. This is all in his first report. But the fourth point is he has benchmarked his conclusions by reference to the BRC.
The fifth and last point is that in his evidence he has at least attempted to account for small merchants, and his overall conclusions are not dissimilar from the MIT-MIF in MasterCard's undertakings and in the interchange fee regulation.
So he has at least attempted to account for small merchants, and so his overall conclusions are not

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dissimilar from the MIT-MIF in MasterCard's own undertakings and in the interchange fee regulation.
So that is the third point on exemption I just wanted to highlight, this criticism of a sample of one which we say is rather unfair.

The fourth point I would like to make on exemption is the level of MIF and the four conditions. And if one goes back to the transcript at page 132, again it is a question from my Lord at line 8. This is Day 22, page 132, line 8 :
"I think all we are looking at now is under the heading of indispensability, but in terms -- I was going to ask, but I think you have partially answered it, maybe fully answered it: in terms of where you fit -how you fit the level of a MIF as opposed to the existence of a MIF into those four criteria --" Mr Hoskins says:
"I'm going to come to that. It is a big issue."
He then says at 132, line 24:
"I put it under indispensability."
Two points on this, one relating to Mr Hoskins and one relating to the question that Mr Smith put.

The first point on Mr Hoskins is that, in my respectful submission, he did not then go and deal with the level of MIF. He certainly doesn't deal with the
level of MIF in the four conditions. What he does do is he goes basically to indispensability and then to how Dr Niels has calculated the MIF.
But it is, as the Tribunal knows, a massive criticism of ours, it is one of the misconceptions we put in our closing, that MasterCard never properly distinguish between the scheme and the MIF and how the MIF leads to efficiencies under the first condition, fair share under the second condition.

If I could just finish with Mr Smith. You put to Mr Hoskins the same question you put to me, which is: how could you start this? You start off with a cost and then the allocation. And I kind of took issue, which was maybe you shouldn't be talking about the cost first, which is you should be looking at the efficiency, how the MIF specifically leads to an efficiency.
What I was going to submit is that if you look at the cost first and then on the allocation, in that allocation MasterCard must still satisfy the four conditions and how the MIF specifically leads to efficiencies.
So, for example, we don't have to go to it, but at paragraph 701 of the Commission decision, the Commission said:
"The MasterCard MIF does not meet the first
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condition of Article 101(3) because MasterCard failed to demonstrate a causal link between the MIF and objective efficiencies."
We would say that they have singularly failed in these proceedings to demonstrate a causal link between the MIF and objective efficiencies. The same old criticism, the same old problem.
That concludes my reply. Thank you very much for everyone's patience.

## Housekeeping

MR HOSKINS: There is a housekeeping point, which Mr Brealey will probably have no interest in.
The MasterCard team have got the pleasure of doing exactly the same trial again in June and July against eight different claimants. You are probably aware --
MRJUSTICE BARLING: You'll be able to retire after that, Mr Hoskins.
MR HOSKINS: If I'm still alive. But I just raise the
practical point, I know you have got a lot to do but
that trial starts on 13th June and there's clearly --
MR JUSTICE BARLING: I hope you are not going to ask us when --
MR HOSKINS: I'm not going to ask you to do it, I'm just going to say --
MR JUSTICE BARLING: I'm afraid it is --
MR HOSKINS: That's fine.
MR JUSTICE BARLING: It is in the Commercial Court.
MR HOSKINS: That's fine. It was simply if the judgment was available before that, that would be helpful.
MR JUSTICE BARLING: That is a statement of the obvious -MR HOSKINS: I didn't know you knew it. I could have said if it is helpful we will have it early; if it is unhelpful, we will have a later. But you are aware of the point --
MR JUSTICE BARLING: I'm aware. I'm not going to raise any hopes of anything, frankly.
One thing I was going to say, first of all I was going to thank you all for the considerable assistance that you have given us, all the advocates and the legal teams and everyone behind you, and of course our transcript writers. Thank you very much for your patience and hard work.
But the second thing I was going to say was, and this is perhaps more directed to people sitting behind you, please don't make enquiries of when it will be available. You can be assured we will be doing our best, but it doesn't help us actually to have enquiries. So I think that's it. So that relates to what you have just said.
MR HOSKINS: No, that's fine. I just wanted to make sure
you were aware, and you're aware.
MR JUSTICE BARLING: It is difficult not to be. Thank you again.
MR HOSKINS: Thank you.
MR BREALEY: Thank you.
( 4.00 pm )
(The court adjourned)

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