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**IN THE COMPETITION**  
**APPEAL TRIBUNAL**

1517/11/7/22

Salisbury Square House  
8 Salisbury Square  
London EC4Y 8AP

Monday 18<sup>th</sup> November- Friday 20<sup>th</sup> December 2024

Before:

The Honourable Justice Michael Green  
Ben Tidswell  
Professor Michael Waterson

**Merchant Interchange Fee Umbrella Proceedings**

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**A P P E A R A N C E S**

Ben Lask KC and Thomas Sebastian on Behalf of Allianz (Instructed by Pinsent Masons)

Sonia Tolaney KC, Matthew Cook KC, Owain Draper & Daniel Benedyk on behalf of Mastercard  
(Instructed by Jones Day LLP and Freshfields Bruckhaus Deringer LLP)

Daniel Jowell KC, Jessica Boyd KC, Isabel Buchanan, Ava Mayer & Aislinn Kelly-Lyth on behalf of  
Visa (Instructed by Linklaters LLP and Milbank LLP)

Kieron Beal KC, Philip Woolfe KC, Oscar Schonfeld, & Reuben Andrews on behalf of the SSH  
Claimants (Instructed by Scott+Scott UK LLP and Stephenson Harwood LLP)

Mark Simpson KC, Jack Williams & Alastair Holder Ross on behalf of Walter Merricks CBE (Instructed  
by Willkie Farr & Gallagher (UK) LLP)

Thursday, 5 December 2024

(10.30 am)

Housekeeping

THE CHAIRMAN: Good morning.

MR BEAL: Good morning, sir. Just by way of a quick housekeeping point, if I may. There has been quite a lot of press coverage of the Merricks settlement overnight and I would welcome perhaps two minutes of the Tribunal's time a bit later on to discuss the ramifications of that --

THE CHAIRMAN: Okay.

MR BEAL: -- just to flesh out ... I would like to just raise a couple of points of concern.

THE CHAIRMAN: What, after we finish with the expert witness?

MR BEAL: Yes, that seems the appropriate point, subject to anything you suggest to the contrary.

THE CHAIRMAN: By all means.

Can I raise another housekeeping point. I think you all know that there is a training day here tomorrow, so all the books and papers will need to be moved out, just so your teams or your clerks can know. I think the screens can stay, but that will need to be cleared out later.

MR BEAL: I will remove my props.

1 THE CHAIRMAN: Are we in open session now?

2 MR BEAL: We are at the moment, and I will, if I may,  
3 indicate expressly when I would like to move into  
4 closed.

5 THE CHAIRMAN: Yes, absolutely. All right.

6 MR GREG HARMAN (continued)

7 Cross-examination by MR BEAL (continued)

8 MR BEAL: Thank you.

9 Good morning, Mr Harman.

10 A. Good morning.

11 Q. Now, we were about to move on to supplier pass-on.

12 Could I please invite you to look at a document. It is  
13 in {AB-D/37/250}. To explain, this is part of  
14 a minority opinion of Mr Derek Ridyard in the *Royal Mail*  
15 case where he nonetheless looks at supplier pass-on from  
16 the point of view of economic theory.

17 If you see, please, in paragraph 699, he states:

18 "The main results derived from the economics of  
19 pass-on do not envisage options that would fall into  
20 options (ii) or (iii) of the above categorisation. In  
21 other words, it is not normally predicted that a  
22 profit-seeking firm will respond to an increase in the  
23 input cost of making product A by reducing the amount it  
24 seeks to pay for inputs to unrelated products B or C.  
25 There is normally no causal link between these elements

1           because a well-run firm will already have taken steps to  
2           ensure it does not incur higher costs than are necessary  
3           to make other products."

4           He then refers to the *Stellantis* Tribunal decision.  
5           Can you see that in paragraph 700?

6           A. Yes.

7           Q. Also to the Court of Appeal's endorsement of -- what  
8           happened in that case was that the supplier pass-on  
9           argument was essentially struck out as being unpleaded  
10          and speculative.

11          So it is right, is it not, that you cannot point in  
12          this case to a good economic theoretical support for  
13          supplier pass-on?

14          A. Well, I think that it is correct that the mainline  
15          theory predicts that, but I think there are other  
16          economic reasons why there may be deviation from that,  
17          such as principal-agent theory, as an example of why  
18          a firm might not be at its minimum cost.

19          What I have sought to do is to look at the evidence  
20          to see if the claimants year in, year out, are making  
21          efficiency savings, and I see year in, year out they are  
22          making efficiency savings, in part for inflation, but  
23          also when they are missing their targets. That to me  
24          suggests actually they are not at that minimum and  
25          I think, as I said, there are economic reasons why that

1           might be the case.

2           Q. Which rational firm will not seek to make efficiency  
3           savings where they are available?

4           A. Well, I think there -- as I said, there are a number of  
5           economic reasons why that is, so I might just, if I can,  
6           take a minute just to outline those.

7           One is principal-agent theory, and that means that  
8           the incentives between principal and agent are not  
9           aligned. In a big firm, you see quite a lot of these  
10          relationships. There will be shareholder to the board,  
11          the board to the executive committee, the exec to  
12          management, management to buyers, for example, and each  
13          of those have their own incentives and, for example, if  
14          you were in the budgeting team and someone says, "Have  
15          a best go at setting your budget for the year", then it  
16          may it well be the case, in that instance, that the  
17          incentive for that person is not to overforecast their  
18          level of budget, because obviously if they miss it, they  
19          will be liable for that.

20          So that is just an example of where that mechanism  
21          could take place, but there are two other reasons as  
22          well. One, which I think Mr Economides says, is that in  
23          a particular year, you do not have enough management  
24          bandwidth to do all the efficiency savings that you  
25          might want to do. You have a job to get on with, and

1 part of that job is savings. The third reason is that  
2 there is imperfect information, and without being  
3 challenged on a continuing basis, it is very difficult  
4 for you to, in one go, identify all of the efficiencies  
5 that might be available. That is why we see, year in,  
6 year out, with many of the claimants, they are reset  
7 a level of efficiency savings.

8 Now, the link, I think, to theory is that because it  
9 is difficult to understand where the minimum is,  
10 companies resort to a rule of thumb, and that rule of  
11 thumb mechanism might be, well, each year we would  
12 expect to achieve 3% efficiency, or every year we expect  
13 to offset inflation.

14 So there are good economic reasons why you might not  
15 be at the minimum, so I do not disagree that that is  
16 what theory tells you, but when I look at the record we  
17 see savings every single year, and sometimes very large  
18 savings, saying: we need to fill a gap of circa  
19 500 million. That suggests to me you are not at the  
20 minimum, and one of the reasons is that it takes the  
21 board or the executive team to say: we are behind on  
22 budget; we now need to go the extra mile to make  
23 savings, otherwise we are not going to hit our targets.

24 Q. Now, none of the witnesses in this case have suggested  
25 that they engaged in renegotiation of their supplier

1 contracts because of the MIF, did they?

2 A. Not because of the MIF. But again we see in the factual  
3 record every year that they are trying to negotiate --  
4 not all of them, some of them are negotiating with their  
5 suppliers for lower costs.

6 Q. But that does not establish, does it, a direct link  
7 between the overcharge on the MIF and the consequential  
8 renegotiation of a different supplier contract?

9 A. It does not show a direct relationship. That is why  
10 I have termed it an indirect relationship in my report.

11 Q. Even as a practical and in principle matter, when one  
12 switches to the counterfactual, you would effectively  
13 have to show, would you not, that faced with a reduction  
14 in the MIF, these companies would have approached their  
15 suppliers and said: we will pay you more money?

16 A. I mean, I am not going to opine on the legal test. What  
17 I can say -- what I see from the record is that when  
18 companies are behind, they seek to mitigate through  
19 either increasing prices, or reducing their supply  
20 costs, or by reducing discretionary costs, and if they  
21 cannot do that, then there may be a profit impact.  
22 Those are the four mechanisms that are open to  
23 a company.

24 Q. Which company would that not apply to?

25 A. Well, no, I think that is why -- if you have -- well,

1       you know, some companies are more sophisticated than  
2       others. What we see in these businesses is that there  
3       is very detailed budgeting at a very granular level.  
4       There is certainly a lot of monitoring that is going on  
5       to ensure why their under and overperformance. Why are  
6       they doing that? They are doing that so they can hit an  
7       EBITDA target. When they are behind on that EBITDA  
8       target they have to make decisions, and we see that in  
9       the record of their making decisions. Sometimes it  
10      might be in prices, sometimes it might be in costs,  
11      sometimes it might be in discretionary costs, sometimes  
12      it might be promoting volume growth.

13             I mean, these are the typical responses a firm would  
14      do to try and get as close to the target that they set  
15      on an ex ante basis.

16      Q. So your case essentially is unless a company -- unless  
17      a management of a company is not very good at its job,  
18      there will be pass-on, you anticipate, in every case?

19      A. No, I think that it will depend on the type of cost that  
20      we are talking about. If it was a variable cost that is  
21      common to the industry, I suspect that is more likely to  
22      be mitigatable. If it was a specific cost to  
23      a particular firm, and so it was out of line with the  
24      rest of the industry, and of course you do have  
25      differences in the relative efficiency of companies,



1           then that might be harder to mitigate through prices,  
2           because nobody is going to follow them and they would  
3           lose volumes, potentially, in that circumstance.

4       Q.   Now, in your first report you have criticised the  
5           absence of documents relating to this issue, have you  
6           not?

7       A.   I did. I asked for supplier documents. Of the ten  
8           claimants, only four provided documents on supplier  
9           pass-on and --

10      Q.   Why would a company provide a document if it does not do  
11           something? If it has not renegotiated its supplier  
12           contracts as a result of any changes in the MIF, why  
13           would it be expected to have documents relating to that?

14      A.   Well, we can see that they seek to offset cost of goods  
15           sales, for example, inflation, through negotiations with  
16           suppliers, and we see some of that in the information  
17           that we have got on supplier pass-through, and I can  
18           take you to that evidence, if that helps.

19      Q.   Quite a lot of companies are going to take inflation  
20           expressly into account, are they not, when setting their  
21           prices or forecasting what revenues they are likely to  
22           make?

23      A.   I think --

24      Q.   It is very different with the MIF, is it not?

25      A.   I think it is -- I think that what you observe is that

1 companies make a decision as to what can be passed on in  
2 prices, what can be passed on to suppliers, what can be  
3 reduced on other types of cost, whether they are  
4 overheads or discretionary. The record shows that  
5 happening. So I am not putting forward a theory that  
6 has no underlying support; you actually see this in  
7 detail in the documents.

8 Q. Now, in your second report, please, {RC-G/11/18},  
9 paragraph 2.4.3.

10 A. Yes.

11 Q. I am not going to name a particular company, so I am  
12 going to -- because this is a confidential statement  
13 I will simply call it company X.

14 In 2.4.3(I), you say:

15 "... to the extent that [X's] operating costs would  
16 have been lower in the counterfactual scenario ..."

17 So you are relying on the counterfactual scenario  
18 here, even though you say it is a legal matter.

19 "... it may have been easier for [X] to achieve its  
20 budgeted inflation target."

21 Do you see that?

22 A. Yes.

23 Q. That is not evidence, is it, of a direct link between  
24 the reduction or increase in the MIF and any change in  
25 position with a different supplier?

1 A. It does not show a direct relationship on the MIF. This  
2 particular claimant only provided information post-2020,  
3 so I have no information of when the MIF changed for  
4 this claimant, so it is impossible for me to calculate  
5 a direct --

6 Q. We know when the MIF changed for this claimant, because  
7 you know that post-Brexit the MIFs went up for anything  
8 other than the domestic MIF, do you not?

9 A. Yes, but they provided no financial information for that  
10 period so I cannot observe what happened.

11 Q. There is no evidence at all of X renegotiating  
12 contracts, is there?

13 A. I would have to quickly check, because I know that  
14 a number -- a fair --

15 Q. We will come back to X later when we are in closed  
16 session. You may have more latitude there to say what  
17 you want to say.

18 A. Okay.

19 Q. Can we look, please, at paragraph 2.4.3, which is at  
20 pages 18 to 19 of this report {RC-G/11/18-19}.

21 A. The second bullet from where I was?

22 Q. We are moving on to company Y.

23 A. Yes.

24 Q. Company Y is (II) -- sorry, this is 2.4.3, so  
25 a different -- under (II), there is a reference to

1 institution Y. Do you see that?

2 A. Yes.

3 Q. They have produced documents. Then what you say  
4 overleaf is that this would at least partially -- or it  
5 provided -- it therefore appears possible that company Y  
6 would have at least partially passed on through its  
7 negotiations with suppliers. But there is, again,  
8 simply no evidence of that, is there?

9 A. Well, what I have observed in this instance is that  
10 there is a change in cost and they have sought to pass  
11 that on through suppliers. Obviously that is not an MSC  
12 cost, because for the period that I am looking at this  
13 claimant, I do not have a change in the MSC. As you  
14 have indicated, the information that would be relevant  
15 for that period would be in 2015/2016, but this client  
16 was unable to provide documents for a certain time.

17 Q. Now, it follows you cannot show, on the balance of  
18 probabilities, can you, that any particular merchant  
19 renegotiated their arrangements with other suppliers to  
20 pass on the MIF overcharge?

21 A. I do not have any evidence that would show that from the  
22 factual records.

23 Q. Can we move on, please, to your selection of proxy  
24 costs. Now, this was not something that was considered  
25 in your first report, was it?

1 A. It was not. I was asked to consider that in my second  
2 report.

3 Q. You have not conducted a regression analysis yourself,  
4 so you do not actually need to find a proxy cost, do  
5 you?

6 A. No, I do not. I was asked to consider from an  
7 accounting perspective whether the overheads was likely  
8 to include a range of costs between fixed and variable,  
9 so that would also include semi-variable, and I explain  
10 the reason that I have been asked to do that is that to  
11 the extent that it is accepted or determined that there  
12 might be a difference between pass-on for fixed and  
13 variable costs, it would be helpful to reveal that and  
14 to compare that to the proxies that have been used.

15 So my evidence on the proxies is basically a taking  
16 of the overhead costs and trying as best I can from the  
17 available information to determine whether they are  
18 fixed, semi-fixed, semi-variable and variable.

19 Q. Well, you have not restricted yourself to accountancy  
20 evidence on that issue, have you?

21 A. I have -- so that part is definitely accountancy  
22 evidence. I have also suggested where a cost may, only  
23 in certain circumstances, be regarded as a common cost  
24 as well.

25 Q. Could we look, please, in your first report

1 {RC-F/13/29}, paragraph 3.3.1.

2 A. Yes.

3 Q. You say here:

4 "I am not instructed to assess price pass-on from  
5 the perspective of economic theory, because Ms Webster  
6 addresses this."

7 Do you see that?

8 A. Yes.

9 Q. The first reports were meant to be "warts and all"  
10 reports, were they not, from the appointed experts?

11 A. Could you repeat that, sorry?

12 Q. They were meant to be "warts and all", that was the  
13 expression used by the then Chairman, president of the  
14 Tribunal. When directing that first reports be served,  
15 you were meant to leave nothing off the table, so that  
16 reply reports were not where you were developing your  
17 positive case.

18 A. I am sorry, I am not sure I understand the question.

19 Q. It is very straightforward. When you were instructed to  
20 prepare your first report, which you did, you were not  
21 instructed to look at economic theory or proxy cost,  
22 were you?

23 A. Well, I can only go by what my instructions were.

24 Q. The direction from the Tribunal was that you put all of  
25 your positive case forward at that moment; correct?

1 A. That would appear correct from that. I cannot say  
2 anything other than I was instructed in my second report  
3 to look at that.

4 Q. That is gaming the directions from the Tribunal, is it  
5 not, because you are now doubling up two experts on the  
6 same issue, proxy costs?

7 A. Well, it is -- I was instructed to do something and  
8 obviously have to follow my instruction.

9 Q. You decided to do that, even though you were not opining  
10 on regression analysis or any of the areas covered by  
11 Ms Webster?

12 A. I am not opining on the evidence. As I said, I was  
13 looking at a very accounting-specific understanding of  
14 the costs.

15 Q. We have seen, for example, that whenever you refer to  
16 issues with regression analysis, you have to refer to  
17 other people's evidence as to whether or not  
18 a particular cost is too small to model; correct?

19 A. Yes, that is -- I do not opine on that in my second  
20 report.

21 Q. In your second report, please {RC-G/11/22},  
22 paragraph 2.5.11, you here criticise Dr Trento for using  
23 total overhead costs as a proxy, and you then say:

24 "However, total overhead costs are unlikely to be  
25 appropriate proxies for the actual MSCs. This is

1           because some overhead costs will be fixed in nature  
2           while others will be variable."

3           Just pausing there. That is a classic economic  
4           analysis of costs, is it not, that you are purporting to  
5           give an opinion on?

6       A. Somewhere in the front of this report -- I mean, in the  
7       detail of this report, I make it very clear that if  
8       there is a different rate between fixed and variable,  
9       then it would be inappropriate from an accounting  
10      perspective to take complete overheads and think that is  
11      a proxy.

12           So, again, my input is going to Ms Webster. I am  
13           just saying that the total costs -- the total overhead  
14           costs include both fixed and variable, and if that was  
15           important to the regression, I am not opining as to  
16           whether it is, then that is something that might need to  
17           be taken into consideration.

18           I do not go any further than that.

19      Q. You have accepted that all of the -- or the majority of  
20      the analysed claimants do indeed treat MSCs as an  
21      overhead cost; correct?

22      A. Yes, as an overhead cost, but that is not -- you cannot  
23      equate overhead cost to fixed cost. So I do not -- I am  
24      not disagreeing that you might use an overhead cost;  
25      "might".



1 Q. You are objecting on the basis that overhead costs will  
2 be fixed in nature. You have just said overhead costs  
3 will not be fixed in nature.

4 A. No. I am saying that overhead costs will be both fixed  
5 and variable. So taking total --

6 Q. Or indeed semi-variable?

7 A. Or semi-variable. So taking that whole bucket of costs  
8 would be inappropriate if the pass-on rates for fixed  
9 and variable overhead costs differed.

10 Q. But if a company does not treat the merchant service  
11 charge as a cost of goods sold, it is equally wrong, is  
12 it not, to adopt a proxy that is cost of goods sold?

13 A. Well, what I am saying is that to the extent the  
14 econometricians think about it, then maybe a better  
15 proxy would have been variable overheads.

16 Q. Indeed, we can see that in your report {RC-G/11/22},  
17 paragraph 2.5.12.

18 A. Yes.

19 Q. Where you end up, I think, is you would accept that  
20 total overhead variable costs would be the both -- best  
21 proxy?

22 A. Say that again?

23 Q. I am quoting your own words at you. The fifth line up  
24 from the bottom of paragraph 2.5.12, it says:

25 "In this case, a proxy based on aggregated variable

1           overhead costs may be appropriate from a financial  
2           perspective."

3           So here you are purporting to give accountancy  
4           expert evidence and you are saying aggregated variable  
5           overhead costs would be the better proxy to choose  
6           between the two others; correct?

7       A. Well, I say:

8           "To the extent the pass-on rates differ due to  
9           differences in these costs characteristics, I consider  
10          that total overheads are not a good proxy for the actual  
11          MSCs."

12       Q. Well, you have just said that overhead costs will  
13       include a mixed of fixed, variable and semi-variable  
14       costs; correct?

15       A. Yes.

16       Q. Pass-on rates are likely to differ between those  
17       different elements of the overheads, are they not?

18       A. So, yes, so to the extent that MSCs are variable costs  
19       in overheads, my point here is that it might have been  
20       better to consider variable overhead costs as opposed to  
21       total overheads, which is a mix of costs.

22       Q. Well, if -- the cost of interest here is the MSC charge;  
23       correct?

24       A. Yes.

25       Q. Or the MIF, but it is a component of the MSC charge.

1       A.   Yes.

2       Q.   Therefore, seeing how a firm deals with that cost is  
3           pretty important, in order to understand how it is  
4           likely to treat it in practice?

5       A.   Yes.   What you cannot see from the record is the degree  
6           to which fixed or variable costs are treated differently  
7           in the indirect mechanisms.   The data is not granular  
8           enough.   We do see, for example, certain overheads which  
9           are larger, I will admit, such as energy and staff  
10          costs, which probably have a degree of both variable and  
11          fixed costs, being an influence potentially on prices.  
12          So we can see only certain costs where that direct link  
13          appears to stem from.   The other costs we do not know.

14                So what I am saying is that to the extent, and I am  
15          not saying it does have an effect or not, because that  
16          is not my expertise, but the extent to which through an  
17          indirect mechanism a fixed cost and a variable cost  
18          might end up being passed on at different rates, then it  
19          would be appropriate to use a proxy that shares the same  
20          characteristic as MSCs.   Now --

21       Q.   But you are choosing that selection because you think it  
22           will mimic the treatment of the cost by the business.  
23           So you are saying if an overhead is variable, let us  
24           take as an example labour costs.   Now, labour costs will  
25           be classified as an overhead by most businesses;

1 correct?

2 A. It can fall into both. As I explained yesterday --

3 Q. You can select, within a margin of error, you can select  
4 to put it in a different part of the P&L; correct?

5 A. You can choose to allocate costs to cost of goods sale  
6 if you -- well, one, that is your decision to do so  
7 under the accounting standard. I think what it tends to  
8 rely on is your ability to allocate those costs to cost  
9 of goods sold on a reasonable basis, and if it is an  
10 unreasonable basis the auditor would probably have  
11 a difficulty with that.

12 Q. Yes.

13 A. So I think both categories are likely to have fixed and  
14 variable components, I think it is fair to say that the  
15 cost of goods sold is likely to be more variable than  
16 fixed, and I think that it is unclear in a set of  
17 overhead as to where the distribution falls in terms of  
18 fixed, semi-fixed and variable.

19 Q. Imagine that a business does not really care two hoots  
20 about that particular classification and what it cares  
21 about is working out what price to charge. If in fact  
22 the business does not take a particular overhead into  
23 account when setting its pricing, then suggesting that  
24 it does treat it as a variable cost, which would be  
25 a key determinant of pricing, would be misleading, would

1           it not?

2           A. As I think I say in my report, and have said, is that  
3           for the purposes of pricing, one cannot see the  
4           decisions the company makes with respect to overheads.  
5           As I have said, you can only see what they do with  
6           energy and with staff costs which have a component of  
7           variability in them. You cannot see what they would  
8           have done with MSCs for most of the claimants, because  
9           I do not have data in 2016 to observe what pricing  
10          decision they actually made.

11                 If the question -- so I cannot get that link and  
12          I say that in my report. If you want to know if the  
13          company, not for pricing purposes, treats them as  
14          a variable cost, they do, because obviously they have to  
15          forecast them in the budget, and that will depend on the  
16          level of revenue of the business. That is why you --

17          Q. When you say they have to forecast them in the budget,  
18          perhaps when we come back later to the closed session  
19          you can point me to witnesses who say that.

20          A. I can show you the factual documents.

21          Q. Thank you.

22          THE CHAIRMAN: You are talking about the indirect  
23          mechanisms, are you?

24          A. I am.

25          THE CHAIRMAN: In the long term, the long-run?

1       A. I do not think --

2       THE CHAIRMAN: Not immediate pricing decisions?

3       A. It could be immediate, because what you see in the  
4       process is -- let us say you get halfway through the  
5       year and you are behind your budget. At that point in  
6       time, the firm may take action to address a certain cost  
7       difference or a revenue difference. They may be  
8       constrained in a particular year for whatever reason.  
9       So it could be short-term. If it is not in the  
10      short-term, in the following year when they do budgets  
11      and targeting it will be there again for them to decide  
12      how they are going to deal with, let us say, a cost  
13      shock.

14      THE CHAIRMAN: But in that scenario, I thought it was your  
15      evidence that the distinction between fixed and variable  
16      costs does not really matter because they are looking at  
17      all their costs?

18      A. Well, I think that is -- I think that is a fair point,  
19      because what I am saying is that I cannot see if it is  
20      fixed or variable.

21      THE CHAIRMAN: Yes.

22      A. So I cannot see that. So I think that the logical  
23      extension to that might be the way in which a company is  
24      thinking about how it reacts is in terms of total costs,  
25      but I cannot be sure of that because different firms may

1           have different levels of sophistication and may think  
2           about things in different ways, but I cannot see that in  
3           the factual evidence that I have.

4       MR TIDSWELL: When you say the data is not granular enough,  
5           using the word "data", do you mean data in the sense of  
6           financial information or do you mean more than that?

7       A. No, I mean -- well, the financial information. So on  
8           prior cases where more disaggregated data -- data --  
9           budgets, and the documents that support budgets and the  
10          emails that support the decisions that are made, in  
11          those cases you occasionally see them saying, for  
12          example: VAT is changing, this is the action that we are  
13          going to take.

14       MR TIDSWELL: So you are not just talking about numbers, you  
15          are talking about the documents around them?

16       A. I think it is the documents which are important. We do  
17          not have the level of granularity, and therefore the  
18          suggestion that I am giving here in terms of a proxy is  
19          that if you wanted to know whether there was  
20          a difference between fixed and variable cost pass-on  
21          through the indirect route, one of the options would  
22          have been to test that by using a variable cost proxy of  
23          overheads.

24       MR BEAL: Could we look, please, in your second report,  
25          paragraph 3.4.5 {RC-G/11/28}. You are referring here to

1           the categories in the Supreme Court decision. Can you  
2           see that?

3           A. Sorry, is this in the first or second?

4           Q. The second {RC-G/11/28}, at paragraph 3.4.5. You say:

5                   "... as the Supreme Court's ruling in *Sainsbury's*  
6           ... found, the claimants' business processes may lead to  
7           four potential responses ..."

8           You then set out four potential responses.

9           Your categorisation does not follow the numbering of  
10          the Supreme Court, does it?

11          A. Well, I am not quoting it.

12          Q. Why have you switched the numbering around? Is that not  
13          rather confusing?

14          A. Not to me at least.

15          Q. Could we look, please, in your first report  
16          {RC-F/13/11}, paragraph 2.1.3.

17          A. Yes.

18          Q. You have generally taken the position, have you not,  
19          that accounting classification by the business is not  
20          itself informative; arguably an interesting comment,  
21          giving that you are giving expert accounting evidence.

22                 But when we look to see what you actually did in  
23          your first report, you keep on referring to the  
24          treatment of MSCs, and so on, "from an accounting  
25          perspective", do you not? That is a repeated phrase



1           within 2.1.3.

2           So why, when we look in your second report, please,  
3           at {RC-G/11/30}, paragraph 3.5.4, do you say that the  
4           accounting classification by the business is not  
5           informative?

6           Four lines down, you say:

7           "I do not a consider that the accounting  
8           classification of a cost item is itself informative  
9           about pass-on."

10          A. I am not sure that I see the connection between the two.  
11          Clearly what I am trying to -- what I have been  
12          instructed to do is to think about MSCs.

13          Q. From an accounting perspective?

14          A. From an accounting perspective.

15          Q. So if it is not informative, why do you not just say:  
16          this report can be one page long?

17          A. I do not think that is ... I am not sure that I follow  
18          that.

19          Q. Because you are saying it is not informative as to what  
20          they do from an accounting perspective.

21          A. What I am addressing -- so that is not what I am saying  
22          at all. The point in 3.5.4 is that Mr Economides, in  
23          his second report, claims that where costs are included  
24          in the financial statements matters for pricing  
25          purposes. It is a relatively strong comment. I am

1       saying, from a matter of accounting, where costs sit in  
2       the P&L has nothing to do with pricing per se. It is a  
3       presentation of information that the international  
4       accounting community has come up with.

5             The financial accounts serve many, many purposes.  
6       They serve investors to make investment decisions, and  
7       so on and so forth. So I do not think it tells you  
8       anything about pricing per se, and that is the point  
9       that I am addressing here.

10      Q. Can we then look at your next paragraph there, 3.5.5,  
11      page 30. Four lines down, you say:

12             "... I do not consider that a claimant's business  
13      needs to have visibility of a specific cost item in  
14      isolation for it to influence [pricing, given  
15      price-setting, and so on, which] are designed to allow  
16      for the recovery of total costs in aggregate."

17             So you are rejecting, are you not, the suggestion  
18      that the small magnitude of the actual MSC is a reason  
19      to choose a large proxy; that is what you say at the  
20      conclusion of that paragraph.

21      A. Let me just please read that. (Pause)

22             I think the point that I am making here is there may  
23      be two types of costs, one which is large, and it may be  
24      very visible in the accounts. So I go back to my  
25      example of energy costs: energy costs go up, business is

1 lower, it is a major cost increase.

2 The point that I am making about small is that the  
3 first one that I have just talked about is a first  
4 mechanism, but a second mechanism is by reference to  
5 total costs. Because if a company did not address all  
6 of the small costs that go into their business, they  
7 soon add up, and you die by 1,000 small price increases.

8 So the catch-all point is that it might wait until  
9 you get a total cost that takes you over a threshold.  
10 They work out what the reason for that is, and then make  
11 decisions on how they should mitigate that total cost  
12 increase.

13 Q. If that is your mechanism, you should be selecting total  
14 costs as a proxy, should you not, like Mr Coombs has?

15 A. No, because some of those costs may well, for example,  
16 not be pass-onable, because they might be specific to  
17 the business, so you cannot pass them on into prices.

18 The second point is what you do not know, even if it  
19 is specific and it is a total cost, whether that cost is  
20 being offset anyway by other cost efficiencies or  
21 whether it is actually flowing into pricing.

22 So I would go back: when you are thinking about the  
23 pass-on of costs from overheads, it seems to me  
24 reasonable to consider something that is most similar to  
25 MSCs, a variable cost, but it needs to be suitably

1 large, obviously, for it to have econometric  
2 significance, and one way of doing that would be to look  
3 at variable overhead costs and to see if you have  
4 different results.

5 Q. Can we look, please, at {RC-J1.4/19/15}. This is the  
6 Commission's 2019 guidelines on pass-on. At  
7 paragraph -- recital 56, sorry:

8 "... other elements may, under certain  
9 circumstances, play a crucial role in the direct  
10 purchaser's price formation mechanism, and hence [on  
11 pass-on] ... one element which might be important in  
12 order to quantify passing-on is whether the input  
13 affected by the overcharge represent a large or small  
14 share of the direct purchaser's variable costs. A  
15 direct purchaser may face costs when changing its  
16 prices, so-called 'price adjustment costs'. If the  
17 overcharge only represents a small share of the variable  
18 costs, the direct purchaser may not find it profitable  
19 to pass on."

20 So the Commission is recognising, is it not, that  
21 the relative size of the variable cost that is in  
22 question is going to be an important factor?

23 A. Well, it says "may, [in] certain circumstances". So it  
24 is one of a number of points, and it will depend on the  
25 company as to whether -- as to how they account, how

1           they monitor.

2           So one of the points that I make for various  
3           claimants is that the degree to which they actually  
4           review differences between budget and actual is at  
5           a very, very detailed level. So they will observe  
6           a cost difference of low thousands and say, "This is  
7           over and under for a certain reason".

8           So I think that that comment has to match the  
9           monitoring process. If the monitoring process was at  
10          a much higher level of aggregation, then, yes, smaller  
11          costs may fall through. But for most of these bigger  
12          companies, they have very detailed analysis.

13        Q. What I am going to suggest to you is that if the cost is  
14          very small, it may simply be too small to move the dial?

15        A. If it is far too small, I agree. I think there was  
16          a question on -- and I hate to bring up coffee shops,  
17          based on other cases. But, yes, if the cost of beans in  
18          terms of, let us say, a consultancy firm go up, are we  
19          going to increase prices? The answer is unlikely,  
20          right?

21          But that does not mean that that cost would not be  
22          addressed in some way, because that cost increase is  
23          going to sit in someone's budget. In my firm it sits  
24          under the operating office manager. They will observe  
25          those lower costs. It may not flow into prices, but if

1           that was significant enough for the pot of costs that  
2           they were monitoring, they may -- I mean, in certain  
3           circumstances they may take action and, you know, based  
4           on the coffee upstairs in my office, I mean, that may  
5           well be what has been happening, that they are going for  
6           cheaper coffee.

7   PROFESSOR WATERSON: Can I ask: suppose that you have two  
8           possible sets of costs which have the characteristics of  
9           MIFs, so, for example, energy costs and something much  
10          more aggregate.

11   A. Yes.

12   PROFESSOR WATERSON: Like cost of goods sold. Then what is  
13          the choice between those two? Why choose one rather  
14          than the other?

15   A. Well, I think that it would at least be interesting to  
16          consider if they both gave very different answers.

17   PROFESSOR WATERSON: Yes.

18   A. If that was the case, then, you know, there would be  
19          another discussion to be had. You know, it comes to me  
20          that that would be, you know, something that one might  
21          want to consider. That is all that I can say about it.  
22          That analysis has not been done.

23   PROFESSOR WATERSON: By you or by anyone?

24   A. Correct, because I am not instructed to do the  
25          econometrics.

1           Now, I should just -- to be absolutely fair to  
2           everybody, the level of information that has been given  
3           does not allow us, with the right level of specificity,  
4           to determine which overheads are all variable and which  
5           are all fixed and what degree they are fixed and  
6           variable, but that could be determined.

7       PROFESSOR WATERSON: Thank you.

8       MR BEAL: Now, following on from that point that

9           Professor Waterson has just made, you are relying on  
10          implicit mechanisms here, not a direct link. I think we  
11          have established that.

12       A. Yes, we are talking about the indirect mechanisms that  
13        would apply to --

14       Q. When your two implicit channels are competitor  
15        benchmarking or profitability targets through EBITDA  
16        margins, those are both going to look at the overall  
17        cost position, are they not? EBITDA because it includes  
18        operating costs along with cost of goods sold?

19       A. In certain circumstances they observe, for example, that  
20        total overheads may be off, out of budget, either  
21        underperformance or overperformance.

22       Q. I think, if I may say so, I am sorry to interrupt, but  
23        I think my point is a much more straightforward one,  
24        which is within those implicit channels, you are not  
25        capable of saying this bit is variable costs, cost of

1 goods sold, and this bit is overheads, because the  
2 margin itself will capture both, will it not, and the  
3 competitor's pricing, on your case, will cover both?

4 A. Would the margin cover both types of cost?

5 Q. If it is EBITDA it has to, by definition?

6 A. It does, yes. It is an aggregate measure.

7 Q. So by choosing a COGS proxy, you are necessarily  
8 focusing much more directly on something that is going  
9 to factor directly into the price determination  
10 calculus?

11 A. I am not sure that I see the link between whether there  
12 is a different mark-up on fixed and variable costs.

13 Q. Well, you just do not know, do you, because you have no  
14 evidence as to what the different pass-through rates are  
15 for fixed versus variable costs?

16 A. I have worked with hundreds of companies. I have never  
17 seen a difference between them.

18 Q. I thought you would accept -- well, as a matter of  
19 theory you would accept, would you not, that it is  
20 posited that there will be different pass-through rates?

21 A. Yes, but I do not think anybody actually ever thinks  
22 about pass-on or the level of margin on top of different  
23 types of cost. It may turn out that way, but no  
24 business actually thinks in that way.

25 Q. So if it is does not matter which stack of costs you are



1           using, because you say the pass-through rate empirically  
2           is likely to be the same, you could just pick total  
3           overheads costs, could you not? That will show the same  
4           pass-on rate, on your analysis?

5       A. No, what I am saying is that I have never seen  
6           a business think about the margins that it is getting on  
7           a variable cost versus a fixed cost because nobody  
8           thinks about margin.

9       Q. The evidence is everyone thinks about gross margin and  
10          uses that, and there are some people also, for different  
11          reasons, usually not price setting, rely on EBITDA  
12          margin for, for example, shareholder return and  
13          investment decisions?

14      A. Well, so the gross margin should always be higher than  
15          the EBITDA margin, right, because it has to recover  
16          total overhead costs. The size of that difference will  
17          be based on two factors. One is the relative size of  
18          fixed costs, some businesses will have much more fixed  
19          costs than others and some will be quite thin, and we  
20          have already discussed that there are certain types of  
21          overhead that could be classified as cost of goods sold.  
22          So that is first point.

23                The second point -- sorry, let me just read that  
24                again ... The second is the required level of margin of  
25                the firm. So the level of the margin of the firm is

1           calculated as a target, you have a level of fixed costs,  
2           and those two together are going to tell you what gross  
3           margin you need to obtain the EBITDA margin of the firm.  
4           So you cannot compare a gross margin and say, "Variable  
5           costs are getting a higher margin than fixed costs",  
6           because it is not linked in that way.

7       Q.   Let us break this down so I understand the point you are  
8           making.   Gross margin equals revenue minus cost of goods  
9           sold?

10      A.   Yes, or EBITDA minus overhead costs.

11      Q.   EBITDA bundles together cost of goods sold and overhead  
12           costs?

13      A.   It does.

14      Q.   So by selecting an EBITDA margin, rather than a gross  
15           margin, as the mechanism that you are relying upon to  
16           show implicitly pass-on in the long-run, you are  
17           necessarily bringing in to play a basket of costs that  
18           is broader than just cost of goods sold?

19      A.   Again, I am not sure that I follow the point.

20      Q.   Well, the point is if you are simply focusing on cost of  
21           goods sold, the appropriate margin to consider, in terms  
22           of target setting and so on, would be the gross margin,  
23           but that is not the margin that you land upon for  
24           showing changes in the implicit channel of costs?

25      A.   Well, I think what is missing from your point there is

1           that these things are linked together. They are not  
2           separate, they are not independent of each other. The  
3           gross margin has to be high enough to be able to recover  
4           fixed costs.

5       Q. You have told us that your opinion is that in practice  
6           there will be no difference between the pass-through  
7           rate for overhead costs and cost of goods sold?

8       A. No, you asked me a question about the margins. I have  
9           accepted that different types of overheads, if they are  
10          fixed or variable, may have different rates of  
11          pass-through, through an indirect mechanism. That is  
12          why I suggested if you looked at variable overheads, you  
13          would be able to test whether that hypothesis was true.  
14          Because the economists have a fundamental -- not  
15          disagreement, but conversation about whether pass-on  
16          rates are different for fixed and variable costs.

17      Q. Have you looked at Dr Trento's evidence in this case?

18      A. Which --

19      Q. His regression analysis based on both variable costs and  
20          overhead costs.

21      A. I do not believe that he has looked at variable overhead  
22          costs.

23      Q. He has looked at total overhead costs and then he has  
24          looked at cost of goods sold, and he has applied  
25          a regression analysis to each of them and he has found

- 1 different rates of pass-on.
- 2 A. Yes. So the problem is that if you are taking total  
3 overhead costs in your regression that includes both  
4 fixed and variable, then it comes up with an aggregate  
5 for the fixed and variable bunch. So your pass-on rate  
6 will be lower for overheads if the assumption is that  
7 overheads that are fixed have lower pass-on rates.
- 8 Q. Whereas if you choose a proxy that is cost of goods  
9 sold, you are picking the single largest component of  
10 something that drives the pricing calculus, is highly  
11 visible, and is therefore give to give you a much higher  
12 pass-on rate; correct?
- 13 A. I mean, that may be the case. What I am saying is not  
14 that you should do that. I say that that shares  
15 a closer resemblance to MSCs because they are variable.
- 16 Q. Well, how do you know? Because you have not conducted  
17 any regression analysis.
- 18 A. I am saying that both --
- 19 Q. A matter of economic theory, is that where you are going  
20 with it?
- 21 A. No, I think we are at odds. I am saying that both of  
22 them are variable costs. I am not saying they will both  
23 produce the same pass-on rate.
- 24 Q. That is an economic theory point. But in practice, if  
25 a company does not treat the MSC as being a cost of

1 goods sold, and therefore a variable cost, marginal  
2 cost, going into the pricing calculus, it is misleading  
3 to give it that label, is it not?

4 A. Well, I said right at the beginning of this conversation  
5 that I do not have sufficient evidence to know how it  
6 treats different overheads from a pricing perspective  
7 because the MSC has not changed. I can note that there  
8 are overheads, such as energy and staff costs, that  
9 potentially do feed into the pricing process.

10 My point about the proxy that we are on is that if  
11 you thought that variable overheads had a different rate  
12 of pass-on to fixed overheads, bearing in mind that  
13 I cannot observe how each of those is treated, then one  
14 option may have been to look at variable overhead costs  
15 and compare it potentially, then, to the other  
16 regressions that people have done.

17 THE CHAIRMAN: But nobody actually did that?

18 A. No, nobody has done that because --

19 THE CHAIRMAN: But you are saying that in your analysis,  
20 that is the most appropriate proxy to variable overheads  
21 costs; is that what you are saying?

22 A. Well, I say it because there is a question as to what  
23 the relevant proxy should be.

24 THE CHAIRMAN: Yes.

25 A. I observe that there is an indirect mechanism, and there

1 is a question as to whether that indirect mechanism may  
2 lead to a different pass-on rate to an explicit  
3 mechanism, and we know for the explicit mechanism there  
4 is a different theory between fixed and variable costs,  
5 and so I am assuming -- I am suggesting that that could  
6 also be applied to the indirect method, and that would  
7 see whether variable fixed costs -- some aggregation  
8 that was higher than the MSC but variable, so that you  
9 got statistical significance -- produces a different  
10 rate --

11 THE CHAIRMAN: But we will never know, because nobody has  
12 done that, right.

13 A. I know, but -- this was not meant to be a criticism. It  
14 was the second report. So I observed what was done.  
15 I was asked -- instructed to look at what the relevant  
16 proxies were, and I said to the extent that this  
17 matters, then one should note that there is  
18 a fundamental difference with some of the  
19 characteristics of total overheads compared to MSCs.

20 MR BEAL: Please could we look in your second report  
21 {RC-G/11/31} at paragraph 3.5.11. Here you are  
22 considering some but not all of the characteristics that  
23 Mr Economides identifies appear relevant for selecting  
24 a proxy cost, and you suggest, no doubt from an  
25 accounting perspective, that he has not taken into

1 account whether the cost is likely to be common to  
2 competitive businesses or firm-specific. Can you see  
3 that?

4 A. That is an observation that I make, again because the  
5 economic theory suggests that might be a relevant  
6 difference.

7 Q. The economic theory you are not considering?

8 A. But I have to observe what somebody else is saying on  
9 it. I think that I --

10 Q. Mr Economides is not giving economic opinion evidence,  
11 he is giving industry business practice evidence.

12 A. I know, but these are then flowing into econometric  
13 models, and so I am --

14 Q. You are tag-teaming with Ms Webster on this point?

15 A. Correct.

16 Q. Now, in terms of whether or not it is in fact an  
17 industry-wide cost, you are not suggesting are you, that  
18 all merchants pay 0.2% on their sales to Visa or  
19 Mastercard?

20 A. I think that when we refer to common costs, they do not  
21 have to be exactly the same. I do not think you would  
22 find many instances of any costs being exactly the same.  
23 I think the threshold is sufficiently the same. Do we  
24 think that all competitors are likely to incur these  
25 type of costs? I think it is a reasonable supposition

1           that they do, and they may vary to certain degrees.

2       Q.   Common costs for a specific firm are usually those costs  
3           which have to be smeared across different product  
4           category ranges in order to provide budgetary recovery;  
5           correct?

6       A.   That is --

7       Q.   -- in that sense.

8       A.   That is a different definition of common costs.

9           A common cost means that it is the same cost, the same  
10          MSC charge that faces every company. So that is  
11          common if --

12       Q.   Let us explore that point. First of all, there are  
13          different rates for debit and credit cards; correct?

14       A.   Yes.

15       Q.   Some businesses accept debit but not credit?

16       A.   Yes, that is true.

17       Q.   There are different rates for consumer and commercial  
18          cards?

19       A.   Yes.

20       Q.   Some companies do not accept commercial cards?

21       A.   I will take your word on that.

22       Q.   We had some evidence in Trial 1.

23            You would accept there are different rates for  
24          different regional transactions?

25       A.   I understand that to be true.



1 Q. There are different rates for card present and card not  
2 present transactions?

3 A. Yes.

4 Q. Of course a business will have a panoply of different  
5 payment costs ranging from BACS payments, electronic  
6 payments, alternative means of payment, cash, for  
7 example, cash cost?

8 A. Yes.

9 Q. So when a company has a broad category, such as payment  
10 charges, in its disaggregated accounting data, that data  
11 will nonetheless cover, will it not, different  
12 compositions of the payment charges for a given  
13 claimant?

14 A. Yes, except I had not finished my answer. There may be  
15 differences because of mix. You know, maybe in more  
16 simple terms people only pay cash in one store and other  
17 people pay credit charges. My point is --

18 Q. Can we -- sorry.

19 A. My point is that if you want to think about a cost of --  
20 if a cost is common, a company would ask the  
21 question: is it likely -- do I have any information that  
22 the costs that they face are radically different to our  
23 own? Now, if the answer to that question is "yes", then  
24 there is a degree of specificity about those costs, and  
25 that would be a different thing.

1 Q. Can we look at Ms Webster's graph, please, as you are  
2 tag-teaming with her on this (inaudible).  
3 {RC-F/14/124}, please. This is Ms Webster's graph  
4 showing the number of outlets accepting cards over  
5 a prolonged period, 1997 through to 2021. Can you see  
6 that?

7 A. I do.

8 Q. Even by 2021, some 40% of UK-registered businesses were  
9 not accepting cards. Do you see that?

10 A. Yes.

11 Q. At least some of those businesses will be exercising  
12 a competitive constraint on some of my clients, will  
13 they not?

14 A. Say that again.

15 Q. At least some of those 40% of businesses UK-wide will be  
16 exercising a degree of competitive constraint on some of  
17 my clients?

18 A. Yes, I think that there would be a competitive  
19 constraint. I think the question is if that constraint  
20 would differ between businesses in a significant way.

21 Q. You would accept, would not you, that firms, for  
22 example, with a large proportion of cash or direct debit  
23 customers would necessarily have a different reaction to  
24 the cost stack than, say, online sellers who rely on  
25 debit or credit card purchasers?

A. If companies -- yes, I mean, that may well be the case, and I think it depends on then who the claimants see as their competitors. So, for example, if it was in the grocery world, we see them price benchmarking off the big companies. The question that I would have when it comes to common costs is the degree to which they think that MSCs would be common across that category of companies that they think are their immediate competition.

MR BEAL: That is where I now move on to look at the specific claimants' data.

THE CHAIRMAN: Shall we have a ten-minute break and then go into closed session?

MR BEAL: That would be convenient.

THE CHAIRMAN: All right. A ten-minute break.

(11.29 am)

(Short Break)

(11.40 am)

In Private - redacted

(2.11 pm)

Cross-examination by MR WILLIAMS

MR WILLIAMS: Good afternoon, Mr Harman. Let us dive straight into the difficult topic of cost proxies which is fun for an afternoon.

THE CHAIRMAN: Should we be going into open session?

1 MR WILLIAMS: We can go in open session, sir, yes.

2 THE CHAIRMAN: Can we do that? Thank you.

3 In open court

4 MR WILLIAMS: If we can turn to your second report

5 {RC-G/11/21}.

6 A. Yes.

7 Q. Here we are in your executive summary, to orientate  
8 yourself. Can we focus on the bottom half of the page,  
9 please, under the heading "The SSH Claimants". You  
10 there summarise what three experts have done,  
11 Mr Economides, Dr Trento, who does not actually use the  
12 cost proxies recommended by Mr Economides, and then  
13 Mr Holt, and then you summarise your response to each in  
14 turn.

15 So starting with Mr Economides, you conclude, if we  
16 turn over the page {RC-G/11/22}, as I think you already  
17 have, you understand the proxies that he uses to be too  
18 small, and Dr Trento does not use them. Then you  
19 respond to Dr Trento and Mr Holt.

20 Now, let us start with your response to Mr Holt, if  
21 we may, at the bottom of the page.

22 A. Yes.

23 Q. At paragraph 2.5.13, essentially because it is a lot  
24 shorter.

25 Your first point in the sentence there is that you

1           essentially agree that in principle MSCs are variable  
2           costs; right?

3       A.   I do.

4       Q.   Then you conclude that since COGS contain a higher  
5           degree of variable costs, COGS may be a more suitable  
6           proxy than total overheads which is what Dr Trento uses?

7       A.   Correct.

8       Q.   So far so good.

9           Now, you say "may" there, but if you look in the  
10          middle of the preceding paragraph, 2.5.12, starting at  
11          the end of the fourth line and into the fifth line, you  
12          actually say, and I quote:

13          "To the extent that pass-on rates differ due to  
14          differences in these costs characteristics, I consider  
15          that total overheads are not a good proxy for the actual  
16          MSCs."

17          Now, taking that in turn, as I think you can see  
18          from the previous sentence, the cost characteristics you  
19          have in mind here, correct me if I am wrong, are, first,  
20          overheads including more fixed costs and, secondly, firm  
21          and more firm-specific costs, is that right?

22       A.   Correct.

23       Q.   Those are the costs characteristics you have in mind?

24       A.   Yes.

25       Q.   So I think I am right in thinking, but please correct me

1           if not, that the conditional nature of all of this  
2           depends upon economic theory being right that pass-on  
3           rates differ for fixed and variable costs and, again,  
4           for market-wide and firm-specific costs?

5       A. That is true. I think I state that in my report, that  
6       to the extent those things hold, yes.

7       Q. So despite the tentative language back in  
8       paragraph 2.5.13, is your position actually that if the  
9       theory is correct, COGS are a more suitable cost proxy  
10      compared to total overhead costs, and that explains the  
11      "may" in your sentence at 2.5.13?

12      A. Economics makes a distinction between variable costs, or  
13      marginal costs, more accurately, and fixed costs. They  
14      do not make a characterisation of where they sit in the  
15      P&L. I, in my investigation, as I have said before,  
16      identified -- I am not able to identify whether fixed  
17      costs -- sorry, overhead costs are actually passed on  
18      differently depending whether they are fixed or  
19      variable.

20      Q. Well, before we get to that analysis, I promise we will,  
21      I am just trying to establish at this stage whether your  
22      "may" there, compared to the "are", as we looked at  
23      before, is actually premised upon if the theory is  
24      correct, so we will come to the theory, if it is  
25      correct, COGS "are" more suitable as a proxy, not that

1           they "may" be more suitable?

2       A.   They --

3       Q.   I am reading your own language.  I am not trying to trip  
4           you up on this.  There is just a slight inconsistency  
5           between what you say at 2.5.12, the fifth line down,  
6           total overheads "are" not a good cost proxy, and then  
7           the "may" later on.  I think I have worked out the  
8           distinction, I just wanted to check my understanding on  
9           that.

10      A.   Yes, I mean, I think that is accurate.  I would probably  
11          say that to the extent that you could calculate variable  
12          overheads, you may want to -- you know, you might want  
13          to include all variable costs together as opposed to  
14          only a subset of them.

15      Q.   I understand you say you would like to be able to do  
16          that.

17            If we look at your last sentence of 2.5.12, you  
18          start there by saying:

19            "Whilst there is insufficient disclosure to  
20          determine the reliable estimates of total overhead  
21          variable costs ..."

22            So in this case, your evidence is that none of the  
23          experts can actually do your preferred exercise there?

24      A.   I think that is correct.

25      Q.   Okay.  I would now like to turn to consider your

1 response to Dr Trento, but before we go through that and  
2 the rest of this page in detail, it is worth me showing  
3 you one additional passage. So please can we go to  
4 page 34 first, before we return to this page.

5 {RC-G/11/34}

6 At 3.5.21, here you are summarising your response to  
7 Mr Coombs' evidence. He is the expert on behalf of my  
8 client, Mr Merricks. You say that Mr Coombs uses  
9 a total cost proxy for his analyses of Allianz, Primark  
10 and some SSH claimants by generally using an average  
11 total cost. Then you say that comprises a mix of fixed  
12 and variable costs and some common costs and some  
13 firm-specific costs.

14 Now, your key conclusion appears to be here in the  
15 bottom two lines, and I quote that you:

16 "... do not consider this is likely to be an  
17 appropriate proxy for the actual MSCs for the same  
18 reasons as set out in relation to Dr Trento's analysis  
19 above."

20 Do you see that?

21 A. I do.

22 Q. So that explains why I am going to go back to look at  
23 your section under Dr Trento's heading. I am addressing  
24 it, of course, from the perspective of Mr Merricks and  
25 Mr Coombs.



1           If we go, with that in mind, back to page 22. Let  
2           us go through this a bit more slowly. I know that  
3           Mr Beal has taken us to this page, but he did not take  
4           you through it bit by bit and I would like to.

5           Starting at paragraph 2.5.11, at the third line  
6           there, you say that:

7           "Total overhead costs are unlikely to be an  
8           appropriate proxy for the actual MSCs because some  
9           overhead costs will be fixed in nature while others will  
10          be variable."

11          Now, pausing there for a moment. Have you found  
12          that sentence, before I carry on?

13       A. Yes.

14       Q. So this is the first of two reasons that you give for  
15          why a variable cost proxy of COGS may or is more  
16          suitable than overhead costs.

17       A. Yes.

18       Q. Now, I just want to check my understanding of the  
19          thinking here. It seems to be threefold, but please  
20          stop me at each stage if you disagree with anything I am  
21          about to say.

22          So the first line of the reasoning seems to be that  
23          fixed costs are more likely to be passed on at a lower  
24          rate than variable costs. I think you said that  
25          earlier. So far so good?

1 A. Yes.

2 Q. Then, secondly, to the extent that overheads contain  
3 more fixed costs, pass-on rates would be lower?

4 A. Yes.

5 Q. Then, thirdly, the conclusion that this is inappropriate  
6 because the MSC is a variable cost and so using a cost  
7 proxy including fixed costs would understate the true  
8 MSC pass-on rates in your view?

9 A. Yes.

10 Q. So taking that as a correct premise for present purposes  
11 only, as you will understand, that means, does it not,  
12 that Mr Coombs' total cost proxy underestimates the true  
13 pass-on rate, in your view, for the MSC, because he  
14 includes fixed costs in the proxy; that is the  
15 inescapable logic, is it not?

16 A. I think it is the logic, yes.

17 Q. So Mr Coombs' results are actually favourable to  
18 Mastercard on this basis, because it is a higher,  
19 pass-on rate?

20 A. On the premise that there are, I guess, differences  
21 between these rates. But if that holds, that would be  
22 the logical extension of my conclusion.

23 Q. We will come back to that premise but I take that for  
24 present purposes.

25 With that in mind, if we could please turn to the

1 transcript in draft from today from earlier at page 20,  
2 if it is still there. Let me just wait for that to come  
3 up.

4 So as you will see from the first sentence, the  
5 Chairman is asking you about the long-run or the  
6 long-term, and then at line 10 you are also talking  
7 about the long-run, because you say "if it is not in the  
8 short-term ..."

9 Then skipping down to line 14, the Chairman says:

10 "But in that scenario [which I think we agree is the  
11 long-run scenario], I thought it was your evidence that  
12 the distinction between fixed and variable costs does  
13 not really matter because they are looking at all their  
14 costs."

15 You answer:

16 "I think that is a fair point."

17 Then at line 22, you carry on the conversation and  
18 you say:

19 "So I think that the logical extension to that might  
20 be that the way in which a company is thinking how it  
21 reacts in terms of total costs."

22 So my question is: if the distinction between fixed  
23 and variable costs does not really matter in the  
24 long-run, does that not undermine your first assumption  
25 in response to Mr Coombs' total cost proxy, about the

1           distinction between fixed and variable costs in the  
2           short-run?

3       A.   You might need to step me through that.   Sorry, it has  
4           been a long day.

5       Q.   Sorry, that is understood.   Let me take that a bit more  
6           slowly.

7           So we have discussed already that one of your two  
8           reasons for rejecting a total costs proxy from Mr Coombs  
9           is because Mr Coombs' total cost proxy will include more  
10          fixed costs than variable costs, and therefore, as we  
11          established, that would underestimate the pass-on rate  
12          in your view.

13          Here you are talking about long-run, which  
14          Mr Coombs, I think you will know, is assessing?

15          Is that a yes for the transcript?

16          Is that a yes, Mr Harman?   Sorry, I can see you  
17          nodding, but ...

18       A.   Yes.

19       Q.   I am grateful.

20          Then you say, in agreement with the Chairman from  
21          earlier, that it is a fair point that the distinction  
22          between fixed and variable costs essentially breaks down  
23          over the long-run, so that a cost that might be fixed in  
24          the short-run will turn into a variable cost in the  
25          long-run.   You agree with that and you take it one step

1 further and say that the logical extension to that might  
2 be the way the company is thinking about how it reacts  
3 in terms of total costs.

4 So, with those two statements in mind, what I am  
5 putting to you is that this undermines the first reason  
6 you have given in your expert report for why you reject  
7 a total cost proxy?

8 A. But do I not go on, at the bottom of that, to say that  
9 I cannot be sure, because different firms may have  
10 different levels of sophistication and may think about  
11 things in different ways? What I am -- when I was  
12 replying to the Chairman, what I was saying is that it  
13 is very difficult for me to see if the companies treat  
14 overheads differently between fixed and variables.  
15 I explain that I see some evidence, like energy costs,  
16 where they may seek to increase prices as a consequence,  
17 but I do not see other categories of costs being treated  
18 differently.

19 So it is unknown to me as to whether the businesses  
20 treat total overheads as something that they will  
21 recover in the long term, because in part it would  
22 depend if they were firm-specific.

23 Q. I think you have addressed my answer about the level of  
24 economic theory with a practical answer, and we will  
25 come back to the economic theory, if I may, later.

1           But let us return to where we were in your second  
2 report on page 22 {RC-G/11/22}, back at 2.5.11.

3           Five lines down, right at the end this time, you  
4 then say:

5           "Some overhead costs are likely to be firm-specific  
6 ..."

7           Which is the exact point you have just made to me,  
8 which is why I have gone back to this.

9           "... while other costs will be common across  
10 competitors."

11          Then you continue that:

12          "Estimating what is, in effect, an average pass-on  
13 rate for a number of different types of costs is  
14 unlikely to be informative of the pass-on rate for  
15 actual MSCs which are variable in nature and common  
16 across the sector."

17          So, again, I am taking your second reason this time,  
18 the distinction between firm-specific and common, and  
19 I think that your reasoning appears to be threefold and  
20 I would like to check that I have understood it.

21          The first step in the logic seems to be that  
22 firm-specific costs are more likely to be passed on at  
23 a lower rate than market-wide costs?

24          A. Yes. Potentially not at all.

25          Q. Then the second step seems to be to the extent that

1           total overheads or total costs contain more  
2           firm-specific costs, then the pass-on rate would be  
3           lower?

4       A.   Yes.

5       Q.   Then, thirdly, the punch line that that this is  
6           inappropriate because the MSC is a market-wide cost, and  
7           so using a cost proxy including firm-specific costs  
8           would understate the true MSC pass-on rate. Is that  
9           your position?

10      A.   Yes, but premised on the fact that in terms of fixed and  
11          variable, for example, I am relying on the economists  
12          saying that there potentially is different pass-on. So  
13          I am not opining on whether I accept that as a premise.

14      Q.   Okay. I am going to tackle this at this stage. We are  
15          at page 22. If we can look at paragraph 2.5.12. You  
16          say there, and I have taken you to this passage already,  
17          and I think it is consistent with what you have just  
18          said:

19               "The total overhead costs include fixed costs as  
20               well as firm-specific costs."

21               Then four lines down, you use your conditional  
22               language again. You say:

23               "To the extent that pass-on rates differ due to  
24               differences in these two cost characteristics, then  
25               total overhead costs are not a good proxy."

1           Now, in respect of your consideration of Mr Coombs'  
2           assessment for pass-on between 1992 and 2010, which you  
3           dismiss for the same reasons as that is paragraph, the  
4           premise of your position must logically be that the  
5           theory applies similarly to both the long-run as well as  
6           the short-run, because you are dismissing the total cost  
7           proxy that Mr Coombs uses for long-run reasons and you  
8           are dismissing it for that reason.

9           So the theory that your report is premised upon, I  
10          am putting to you, is based upon that economic theory  
11          applying across the short-run and the long-run. Is that  
12          something you would accept?

13        A. I am not sure that I was explicitly providing a view on  
14        that.

15        Q. I can agree with you on that. So perhaps it can just  
16        put it this way: it is the inescapable logic of your  
17        position that if you are rejecting a total cost proxy,  
18        for the reasons we just discussed about the distinction  
19        between fixed and variable and common costs and firm  
20        costs, that you must be premising this part of the  
21        report on that economic theory?

22        A. Let me just re-read what you said. (Pause)

23               Well, I am not sure that I explicitly think that,  
24        because I do not actually introduce the time dimension  
25        to these considerations, so ...



1 Q. Okay. Then if I can try this way: let us just assume  
2 that if the theory does not hold for the long-run, let  
3 us take that as an assumption in my proposition, your  
4 views on Mr Coombs' cost proxy also would not hold  
5 either? So if the economic theory is incorrect, your  
6 rebuttal here of total cost proxy also does not work?

7 A. So hang on, if you are saying that if I reject that  
8 fixed costs are recovered in the long term, so I do not  
9 believe that they are recovered, then would that not be  
10 consistent with me saying in the short-term they would  
11 not be recovered? Because you cannot have that I reject  
12 it in the long term but accept it in the short term.

13 Q. No, it would have to be consistent across the board. My  
14 starting point is that the theory applies to both  
15 scenarios. You are rejecting both proxies, both the  
16 short-run scenario and the long-run?

17 A. Yes, I think -- but, as I said, I was not explicitly  
18 thinking about long-term; I was thinking about in the  
19 short-term in that regard.

20 Q. Okay. So I think we established at least that it is  
21 based on economic theory and it is to the extent that  
22 economic theory is correct.

23 Can we please turn to {RC-F/13/157}. This is your  
24 CV. If we look at A.1.2, you see there that you have  
25 30 years' experience and are an expert in many things,

1 including competition and economic regulation; yes?

2 A. Yes.

3 Q. If we look at A.2.2, you note that you have  
4 a distinction in a Masters in competition economics?

5 A. Correct.

6 Q. Then if you turn over the page, please, we can see the  
7 beginning of a very long list of you giving evidence in  
8 lots of competition matters. Do you see that?

9 A. Yes.

10 Q. Now, given that, and what you said yesterday about it  
11 not being beyond your competence to address the economic  
12 theory that your report is premised upon, you would be  
13 able, would you not, to address some questions from me  
14 about the underpinning of that theory for your opinions  
15 on the cost proxies and whether that -- to the extent  
16 that view is correct. You would be able to address that  
17 economic theory if I put some questions to you, would  
18 you?

19 A. I would, but noting obviously I have not thought deeply  
20 about the question but I can take some questions.

21 Q. Okay. Let me show you some materials in that case that  
22 tackle the first premise, that fixed and variable costs  
23 are passed on to different extents.

24 You participated in the JES process in these  
25 proceedings, did you not?

1 A. The joint expert report?

2 Q. Sorry, the joint expert statement back in December of  
3 last year. Well, perhaps I can take you to it because  
4 you signed a statement of truth on it. I am not trying  
5 to trip you up here.

6 If we go to {RC-K/19/20}. Perhaps if we can go to  
7 page 2 to begin with, to see the signature and  
8 declaration. So is this just the summary that the  
9 experts consider, and then page 3, in the middle. So  
10 this is the joint expert statement.

11 Now, you did not register any disagreement with  
12 Dr Niels, Mastercard's other expert, as part of that  
13 joint expert statement, did you?

14 A. No.

15 Q. You did not register any disagreement with Mr Holt's  
16 views as expressed in that joint expert statement  
17 either, did you?

18 A. No. But is there wording to the effect that I was only  
19 considering certain aspects of the joint statement?

20 Q. That is entirely possible. You addressed the supplier  
21 part of --

22 A. Correct.

23 Q. I am just taking you now to economic theory, so we can  
24 work out whether the underpinning of your report in  
25 these proceedings is correct or not, and, in fairness,

1 I think the easiest and fairest way for you to do that  
2 is to show you other people's statements and see if you  
3 agree or disagree with them.

4 A. From memory, I think, what I have been brought in to do  
5 is to think, in this matter, on supplier pass-through,  
6 and I am not instructed to look at the econometrics.  
7 So, again, I am happy to take some points, but I think  
8 that this was signed on the basis of my contribution to  
9 it.

10 THE CHAIRMAN: Also, it is made clear that he is giving  
11 evidence as an accountant, rather than as an economist.

12 A. Yes.

13 THE CHAIRMAN: So query how far you can go with this.

14 MR WILLIAMS: I will take it briefly in that case, sir.

15 Perhaps we can have a look at a couple of passages  
16 starting on page 20. In the middle of the page, you  
17 will see Dr Niels' response here. In the second  
18 paragraph of that big box, he states:

19 "Whether a cost is variable or fixed depends on the  
20 relevant timeframe because in the long term many costs  
21 that are fixed in the short-term become variable."

22 Is that something you agree with?

23 A. I mean, there is a -- there is the theory of long-run  
24 incremental average costs that, you know, is premised on  
25 the basis that over the longer term costs will be

1 variable. I do think that it matters as to whether they  
2 are firm-specific or not, because if you were  
3 inefficient in comparison to other competitors, you  
4 would find it difficult to pass on those costs.

5 So, there, the long-term would have to be that you  
6 achieved the same level of efficiency as your  
7 competitors. Assuming that that is possible, that could  
8 be a very, very long-term. But with respect to costs  
9 which are common, you may be able to achieve that more  
10 quickly.

11 Q. Can I ask what you mean by "very, very long-term" in  
12 that answer, how many years, and by what metric are you  
13 judging that?

14 A. I mean, I could not -- it would be firm-specific and it  
15 would depend on the level of efficiency difference  
16 between them. It would depend on whether there are  
17 structural differences between them, which may or may  
18 not make it achievable. It might depend on the size of  
19 the business, whether you had economies of scale that  
20 could not be achieved.

21 So, as I said, you would have to give me  
22 a case-by-case basis and I would tell you -- I probably  
23 would not be able to tell you, but, with analysis, you  
24 might be able to.

25 Q. A point that you keep on returning to, and moving away

1 from the JES, is about firm-specific versus common  
2 costs. That is the second premise that we have looked  
3 at, that market-wide costs can generally be expected to  
4 be passed on to a higher degree than firm-specific  
5 costs.

6 Now, we will obviously cover this with Ms Webster,  
7 whose report yours is based on, but if I could ask you,  
8 please, to turn back to the transcript from earlier  
9 today at page 25.

10 A. Yes.

11 Q. We see, four lines down, the answer:

12 "So the catch-all point is that it might wait until  
13 you get a total cost that takes you over the threshold.  
14 They work out what the reason for that is and then make  
15 decisions on how they should mitigate that total cost  
16 increase."

17 Then the question:

18 If that is your mechanism, you should be selecting  
19 the total costs as a proxy, should you not, like  
20 Mr Coombs has?"

21 Mr Beal is there essentially putting a question that  
22 I may have put to you, but your answer is:

23 "No, because some of those costs may well be, for  
24 example, not pass-onable, because they might be specific  
25 to the business, so you cannot pass them on to prices."

1           Now, a finding of high pass-on rates does not depend  
2           on the cost being a market-wide cost. So even  
3           firm-specific costs can be passed on to a high extent,  
4           can they not?

5       A. I think that is much more difficult, if there is  
6           a significant difference between your costs, which are  
7           firm-specific, and a competitor's.

8       Q. Well, it is not right to say that firm-specific costs  
9           cannot be passed on into prices, is it, which is what  
10          you say in line 13 there?

11      A. If a cost was truly at the limit of firm-specific, so no  
12          element of it was incurred by another company -- I mean,  
13          let us take online versus bricks and mortar. If you  
14          were competing with Amazon but you were on the  
15          high street, you would have great difficulty in trying  
16          to pass-through your physical building costs, as we have  
17          seen over a number of years. You would have to, in the  
18          long term, change your business, and whether you were  
19          able to change the business depends on many factors.  
20          Lots of companies, as we have seen from the high street,  
21          have failed. Woolworth's, for example, never got the  
22          ability to become an online trader.

23      Q. Okay.

24      PROFESSOR WATERSON: On this point, if we think about  
25          electricity -- I do from time to time -- then if there

1 is a rise in the price of uranium, it would be quite  
2 easy, would it not, for a nuclear power station to pass  
3 that on?

4 A. Yes.

5 PROFESSOR WATERSON: Even in a very long run in terms of,  
6 you know, decades?

7 A. Yes. I mean, there are going to be firm-specific  
8 examples where it is possible, but, you know, as my  
9 online/offline comparison means, you know, in some  
10 places it is not achievable to do it in a reasonable  
11 point(?). So I think one of the claimants -- I will not  
12 go there. I think I would have to go into ... It is  
13 fine.

14 MR WILLIAMS: You will be relieved to hear, I am relieved to  
15 hear, that is the end of cost proxy, so I will move on  
16 to *Sainsbury's*.

17 Please can we turn back to your first report in  
18 these proceedings at page 5 {RC-F/13/5}. At  
19 paragraph 1.1.3 there, three lines down, you say that of  
20 relevance to these proceedings, you provided evidence on  
21 behalf of Mastercard, on the question of pass-on and  
22 interchange fees, firstly in *Sainsbury's*, and then,  
23 secondly, in Asda, Argos and Homebase, and the Morrisons  
24 litigation, which is often referred as to AAM.

25 A. That is correct.



1 Q. Now, firstly, I would like to turn to your evidence in  
2 *Sainsbury's*, in that case. So your first report is at  
3 {RC-K/3/1}.

4 A. Yes.

5 Q. Now, in fairness to you, Mr Harman, as that is loaded  
6 up, I should flag that a lot of this document is  
7 redacted, so that neither I, nor Mr Merricks, nor any of  
8 the legal team have actually seen the underlying  
9 material in those redactions, so please not to reveal  
10 anything under the redactions. I am only going to ask  
11 you about the open passages that I have seen.

12 A. Yes.

13 Q. Now, if we go to page 26, please {RC-K/3/26}, again, we  
14 were taken to this very briefly yesterday. At  
15 paragraph 2.11, under the heading "Effect of the actual  
16 MIF on Sainsbury's prices", you say that you consider,  
17 in section 7, the extent to which Sainsbury's prices  
18 included any MIF overcharge.

19 You continue that you conclude that Sainsbury's is,  
20 and I quote:

21 "... likely to have passed on any MIF overcharge to  
22 customers ..."

23 For four reasons only, two of which we can see.

24 The first of those, at point (2), is because the  
25 BRC, that is the British Retail Consortium, the OFT,

1           that is the predecessor to the CMA, the Commission,  
2           EuroCommerce and the ERRT:

3           "... claim that retailers generally recover  
4           interchange fees through price changes to customers.  
5           Hence, any MIF overcharge would be likely passed on to  
6           consumers."

7           Now, the BRC is a trade association that represents  
8           a large range of UK retailers?

9       A.   That is correct.

10      Q.   If we go to {RC-J4.10/31/2}, we can see from the first  
11           paragraph there, this is a submission by the British  
12           Retail Consortium, and it explains its role in the third  
13           line and says it is a trade association of the retail  
14           industry representing more than 90% of the total retail  
15           trade in the UK. Its membership covers:

16           "... all sectors from the large multiples and  
17           department stores, through to the corner shop, from food  
18           and drink to furniture and DIY, from town centre to  
19           rural and mail order. Its members occupy in excess of  
20           290,000 shops ..."

21           So it is not just supermarkets, is it?

22      A.   Correct.

23      Q.   If we go back to where we were, please, page 26, the  
24           next organisation that you refer to {RC-K/3/26}, is  
25           EuroCommerce. Now, that is a European organisation

1           again representing a very large range of EU retailers,  
2           is it not?

3       A.   Yes.

4       Q.   Including at the time UK ones, I should probably ask,  
5           post-Brexit?

6       A.   Yes.

7       Q.   Not just supermarkets?

8       A.   That is my understanding.

9       Q.   Again, the European Retail Round Table, before it  
10          disbanded in 2019, was another European organisation  
11          representing a large range of companies from the retail  
12          sector too. Is that your understanding?

13      A.   That is my understanding.

14      Q.   Again, not just supermarkets?

15      A.   I do not know, but I can take your word for it, if that  
16          is ...

17      Q.   Including at the time UK retailers, not just  
18          supermarkets?

19      A.   Yes.

20      Q.   Now, in summary, here, in this passage, you only refer  
21          to evidence from regulators and retail associations,  
22          rather than retailers themselves. So I would like to  
23          show you section 7 which this is purporting to  
24          summarise.

25           Please can we go to page 64, please {RC-K/3/64}.

1           You say, at paragraph 7.6, that you consider the effect  
2           of the actual MIF on retail prices of Tesco and Asda and  
3           the evidence that you have reviewed suggests that both  
4           passed on the actual MIF to customers through higher  
5           prices. You can see, at paragraph 7.8, a quotation from  
6           Tesco. Is that the quotation from Tesco that you had in  
7           mind yesterday in response to Mr Beal's questions from  
8           Mr Maurant?

9           A. Yes.

10          Q. If you take some time to read that to yourself, please.

11          Sorry, if we can just go back.

12          A. The expanded part?

13          Q. Yes, just the quotation. (Pause)

14          A. Yes.

15          Q. So you can see that Tesco regard credit card handling  
16          costs as an input cost which it recovers through its  
17          general pricing policy, and you see in the first line of  
18          that quotation it mentions DSG. Now, that is the entity  
19          that operated Dixon's, Curry's, PC World and Link  
20          stores, is it not?

21          A. It is.

22          Q. They are not supermarkets either, are there?

23          A. No. I mean, they are re-sellers.

24          Q. If we turn over the page to page 65, please, you will  
25          see evidence there from Asda that, according to you,

1           that it has also stated that it passes on credit card  
2           MIFs in the form of higher prices to all consumers.

3           A. That was my understanding.

4           Q. Now, I am obviously not go going to go through any more  
5           of the quotations but I have two questions arising out  
6           of that. Having just seen the materials from retailers,  
7           presumably you would agree with me that you also based  
8           your conclusions on retailer evidence, not just from  
9           regulators and retail associations?

10          A. I mean, that is correct. I think that this was one  
11          input into my analysis, of course, but there was  
12          a preponderance of evidence approach that took all the  
13          information together in forming a conclusion. This was,  
14          you know, simply one element of it, and therefore the  
15          conclusion is quite specific to, in this case here,  
16          Sainsbury's.

17          Q. But you are considering evidence, are you not, from  
18          retailers and not just supermarkets and not just  
19          Sainsbury's, are you not, in this report?

20          A. I mean, the vast majority -- I mean, it is a relatively  
21          long report. As I said before, there was something like  
22          45,000 documents for Sainsbury's over a different time  
23          period. I mean, it was in mid-2000s, I mean, like,  
24          mid-2010s.

25                 What was apparent from that case is how Sainsbury's

1           actually operated, how it set its prices at a very  
2           detailed level, how it went about planning. We looked  
3           at the margins of the company. They --

4       Q. We will come to that point. I am just asking you a very  
5           specific question at the moment.

6       A. I am just saying that that is obviously -- I do not want  
7           to put over-weight on something when this was one input  
8           in many. I mean, obviously I relied on it, but it is  
9           one point in many.

10      THE CHAIRMAN: What was the nature of this evidence, if it  
11           was evidence, from Asda, that you were relying upon?

12      A. Well, I think that these were pretty much -- there was  
13           quite a lot of debate and submissions on the impact of  
14           MSCs and --

15      THE CHAIRMAN: Specifically from Asda you are referring to  
16           there?

17      A. Yes, correct.

18      THE CHAIRMAN: Where had it stated that it passed on credit  
19           card MIFs?

20      A. We would have to go down to ten years ago.

21      THE CHAIRMAN: The footnote, I think, is referring to the  
22           ERRT.

23      A. Yes. Was it 195? If you go up to Asda --

24      MR WILLIAMS: We might have to come back to that at the end,  
25           sir.

1 A. But it was either the BRC or an organisation like the  
2 BRC that was representing different retailers, and this  
3 was their submission, saying that they would pass on the  
4 MSC in prices.

5 Q. Okay. Now, the claim period in the *Sainsbury's*  
6 litigation began in December 2006, and having seen some  
7 of the evidence that we have relied upon, and I can give  
8 you some examples, if it would help, but you would  
9 presumably agree with me that the evidence you looked at  
10 and considered in your report pre-dated December 2006 in  
11 some instances?

12 A. You would have to take me there.

13 Q. If we can perhaps --

14 A. I am not dismissing that or disagreeing with that. I  
15 truly cannot remember.

16 Q. Perhaps if we can go to one example of the Tesco  
17 evidence. If we go back to footnote 193 on page 64, you  
18 can see that the witness statement you refer to there is  
19 earlier on in 2006, so from March 2006. Then an earlier  
20 example from 2000 from the BRC that we have looked at.

21 If we go to page 66, please {RC-K/3/66}. At  
22 footnote 198, it is from August 2000.

23 So there is evidence that you referred to which is  
24 pre-dating the claim period?

25 A. The claim period, yes, that is correct.

1 Q. You would not have any reason to believe, would you,  
2 that your reasoning or your conclusion to pass-on of  
3 consumers magically only appeared in December of that  
4 year?

5 A. No. There was a history of organisations like this  
6 saying that they would pass on the MSC.

7 Q. Okay. If we go back to page 26 {RC-K/3/26}. That was  
8 your first open reason. If we now look at your second  
9 open reason. I think this comes back to one of the  
10 points you were keen to address, Mr Harman. At point  
11 number (4) there, you say that there was a reason for  
12 high pass-on because in competitive markets within  
13 profit margins the rate of pass-on is likely to be high.

14 Now, if we turn over the page, please {RC-K/3/27},  
15 you can see there a heading "Effect of a lower MIF on  
16 [Sainsbury's] prices". Now, this part, I think you are  
17 summarising your conclusions for section 8, and here you  
18 have moved from the actual effect in the actual world,  
19 which you address in section 7, to the effect on the  
20 prices in the counterfactual if MIFs are lowered. That  
21 is correct, is it not?

22 A. Yes.

23 Q. You conclude here, and I quote again, that Sainsbury's  
24 is:

25 "... likely to have passed on all, or substantially



1 all, of a reduction in the MIF to its customers through  
2 lower prices ..."

3 The one reason that you set out there, that we can  
4 see at (2), is that DSG and the British Retail  
5 Consortium claim that the MIF would reduce input costs  
6 to retailers, and that since retailing is a competitive  
7 activity, the clear expectation must be that lower input  
8 costs will be reflected in lower prices.

9 So both this reason and the one we have looked at on  
10 the previous page are concerned with the impact of high  
11 competitiveness and low margins in retail generally on  
12 whether pass-on would be high or low. Is that right?

13 A. When I was doing this case, that was a finding that  
14 I made, which was consistent with the way in which  
15 Sainsbury's actually operated.

16 Q. Well, let us look at your reasoning on that topic. If  
17 we can turn, please, to page 69 in section 8. Can I ask  
18 you, please, to read paragraphs 7.24 and 7.25, including  
19 the quotation. This is the underlying evidence for your  
20 point {RC-K/3/69}. (Pause)

21 A. Yes, that is consistent with my expectations.

22 Q. So essentially going back to my previous point, when you  
23 were concerned with the impact of high competitiveness  
24 and low margins, you were considering that in the retail  
25 sector more generally, because you are looking at

- 1 sectors beyond supermarkets here?
- 2 A. I mean, I was stating that. What I went on to do was to  
3 examine what Sainsbury's profitability actually was, and  
4 looked at the level of MSCs that they were actually  
5 charging, and I looked at the ratio of those two, to  
6 which I concluded for Sainsbury's that they were  
7 a material cost and that its margins were actually thin,  
8 yes.
- 9 Q. I think that is a yes to my question.
- 10 A. What I did not -- I cannot remember if I actually looked  
11 at -- I may have looked at other companies in the  
12 grocery sector. I may have done, maybe I did, but  
13 probably not wider.
- 14 Q. I can help you and show you just a few more. But the  
15 passage here from EuroCommerce is about retailing more  
16 generally, is it not? It is not specifically limited,  
17 that quotation, to the supermarket sector or  
18 Sainsbury's?
- 19 A. Well, is it not in relation to the retail banking  
20 sector?
- 21 Q. That is the sector enquiry it is responding to, which is  
22 obviously about MSCs, but it is not the case that  
23 EuroCommerce itself is limiting to the banking sector?
- 24 A. They are making a general statement in the quote, yes.
- 25 Q. Okay. Perhaps if we can turn over the page to page 70

1 {RC-K/3/70}. We also see another quotation there in  
2 which you describe the ERRT as a Europe-wide industry  
3 body representing CEOs of retail companies, not just  
4 supermarkets.

5 If you look at the quotation, it says:

6 "In a sector such as retail where margins can be  
7 below 1%, the excessive cost of the fees is inevitably  
8 passed on to [customers]."

9 Then you fairly note that the ERRT represents the  
10 interests of its member companies, including Asda and  
11 Tesco. But its membership is not limited to Asda and  
12 Tesco or supermarkets, is it?

13 A. No. If I recall, Asda and Tesco -- well, certainly  
14 Sainsbury's profitability was above the 1%.

15 Q. One last quotation, I promise. Page 78, please, of this  
16 document {RC-K/3/78}. You will see at the very top of  
17 the page a quotation from DSG, who we established  
18 operated businesses like Dixon's and CarphoneWarehouse,  
19 who you agreed were not supermarkets.

20 A. Correct.

21 Q. It states that:

22 "As a large retail organisation operating in a  
23 highly competitive marketplace and tight margins, any  
24 cost reduction that can be realised will automatically  
25 benefit customers."

1           So, again, this is not just evidence about the  
2           supermarket sector, is it?

3       A. It seems to be applying to a more general section of the  
4       market, yes.

5       Q. So despite, as we have now seen, I think, that you are  
6       relying on a broader range of evidence, ultimately the  
7       Tribunal in *Sainsbury's* was indeed primarily concerned  
8       with the position of Sainsbury's itself and  
9       supermarkets?

10      A. Correct.

11      Q. Now, I was not involved in *Sainsbury's*, for better or  
12      for worse, and I also do not have access to the full  
13      unredacted materials, again probably for the better, but  
14      from what I can see, the experts in that case did not  
15      review or show the Tribunal the results from all of the  
16      200 to 300 previous public studies that have been made  
17      available in these present proceedings. Is that also  
18      your understanding?

19      A. I cannot recall. I certainly did not.

20      Q. Again, from what I can see, but correct me if I am  
21      wrong, and if you can remember, of course, the experts  
22      did not conduct econometric analyses on all the public  
23      data sources such as those that have been conducted in  
24      these proceedings by Mr Coombs, Ms Webster and Mr Holt?

25      A. I could not confirm that.

1 Q. Well, perhaps one last question on this, then, without  
2 going into any confidential specifics that you may be  
3 aware of. In terms of the econometric analysis that was  
4 conducted on merchant data in those proceedings, do you  
5 know if any econometric analysis, beyond Sainsbury's  
6 data, was conducted for any other merchants?

7 A. This is Mr Niels' evidence. I really cannot remember  
8 back all the way to that date.

9 Q. I cannot ask him any questions, so I hope you will  
10 forgive me for asking the only person that was involved  
11 at that litigation.

12 A. Of course. But there was a quite separate demarcation  
13 of the work that we were doing, whereas in this case my  
14 input is directly into Ms Webster's. There, our  
15 evidence sat apart from each other. I mean, I did  
16 address some of the economics in this case from  
17 a frame-working perspective, but I did not -- you know,  
18 other than that, I did not really rely on Dr Niels' --

19 Q. That framework perspective, as you just referred to it,  
20 included considerations of economic theory, did it not?  
21 So we saw the margins example?

22 A. Yes, I commented on the economics in that case, what  
23 I would expect to influence pass-on, yes.

24 Q. That is your evidence in the *Sainsbury's* litigation.  
25 I would now like to move on to the second litigation

1           that you mentioned that you have been involved in, Asda,  
2           Argos and Morrisons, the AAM litigation.

3           This is my final topic and we will be briefer. You  
4           also produced reports on behalf of Mastercard in that  
5           litigation in August 2022, did you not?

6       A. I did, yes.

7       Q. This again concerned pass-on of interchange fees, did it  
8           not?

9       A. It did.

10      Q. But this time obviously concerning two different  
11          supermarkets, that is Asda and Morrisons?

12      A. Yes.

13      Q. But also the retailers, Argos and Homebase?

14      A. Yes.

15      Q. In this instance, we do not actually have your report,  
16          unfortunately, but please can I ask you to turn to  
17          {RC-C/55/1}. Now, this is Mastercard's defence in the  
18          Argos proceedings, dated, you will see from the yellow  
19          text at the top, September 2022, so a month after your  
20          expert report.

21          Now, just so you are aware, and in fairness to you,  
22          Mastercard's solicitors, Jones Day, have told us that  
23          this defence is "substantially identical" to  
24          Mastercard's defences in the Argos and Morrisons claims  
25          as well, but I am just taking you to this one example.

1           If we can turn to page 2, please {RC-C/55/2}, you  
2           will see at paragraphs 4(a) and (b) there the claim  
3           periods, and you will see that the claim periods begin  
4           from May 2007 for EEA MIFs alleged overcharges, and from  
5           mid-2006 for the UK MIFs. Do you see that?

6           A. Yes.

7           Q. Now, with that in mind, can we turn to page 58, please  
8           {RC-C/55/58}. Now, this is part of Mastercard's case on  
9           pass-on. It is really difficult to read, I am afraid,  
10          in yellow, so if you need any time, please do ask me.  
11          But the first sentence there, at 145FA, Mastercard  
12          relies upon your report and a report from Dr Niels for  
13          the reasons given in those reports.

14          I would like to focus, please, on subparagraphs (a)  
15          and (d) and they say, and I quote:

16                "For the reasons given in those reports:

17                "(a) The claimant recovered the relevant Mastercard  
18                MIFs through its actual prices during the claim period."

19                Then at (d):

20                "The claimant would have passed on all or  
21                substantially all of any [cost] reduction in costs in  
22                the counterfactual through lower retail prices."

23          So just to test your understanding, this matches up  
24          with your report. Point (a) seems to be about the  
25          actual world?

1 A. Mm.

2 Q. Actual pass-on to consumers of any inflated MIFs,  
3 whereas (d) is the counterfactual world removing  
4 overcharge. Is that your understanding?

5 A. That is. You know, just to point out that in (e), the  
6 position was also, to the extent that it was not passed  
7 on in prices, then it was likely to be passed on in  
8 supplier costs.

9 Q. You have beaten me to my very next point. So  
10 Mastercard's primary position, taking into account (a),  
11 (d) and (e), seems to be it is up to 100% merchant  
12 pass-on to consumers through price rises, that is (a)  
13 and (d), with substantially full pass-on as the  
14 alternative in (d), and in the further alternative,  
15 supplier pass-on?

16 A. Correct.

17 Q. That reflects your evidence given, does it?

18 A. For those claimants.

19 Q. Now, I say up to 100%, but it has been rightly pointed  
20 out to me that it is 100%, and then the alternative is  
21 that it would be lower. But the starting point and the  
22 primary case is 100%.

23 A. Well, in those cases what I found is a very strong  
24 mechanism in terms of price pass-on and a very strong  
25 mechanism in terms of supplier pass-on. How it was



1           actually passed on is still -- you know, you cannot be  
2           100% sure, of course, but together I think there was  
3           100% pass-on.

4       Q.   Presumably that applied to a number of different  
5           sectors, because here you are not just looking at  
6           supermarkets, you are also looking at the markets that  
7           Argos and Homebase fall into?

8       A.   Well, I mean, two of them were groceries and one of them  
9           was slightly different, but a re-seller in a competitive  
10          market.

11      Q.   So that is pass-on from earlier on, in 2006 onwards.  
12          Can you remember, though, if you relied -- support the  
13          conclusion of full or, alternatively, nearly full  
14          pass-on of evidence from before 2006 to support those  
15          conclusions?

16      A.   I cannot recall.

17      Q.   Now, we have seen that your view in Sainsbury's was that  
18          Sainsbury's operated from at least December 2006 in  
19          a competitive market with thin margins, so pass-on rate  
20          was likely to be high. So presumably your evidence for  
21          Asda and Morrisons was the same, albeit that their claim  
22          period started earlier in 2006?

23      A.   I mean, I would have certainly looked at their  
24          profitability over the claim period.

25      Q.   Did it support your conclusion?

1       A. Again, so a preponderance of evidence. One of the  
2       things that was happening at the tail end of that was  
3       more aggressive, low prices from the likes of Aldi and  
4       Lidl, and therefore you actually saw a drop in  
5       profitability over that time. So there was that  
6       complication. But I think, generally speaking, a lot of  
7       the internal processes of those businesses were  
8       relatively similar.

9       Q. So in addition to that, we have seen that you relied  
10      upon DSG's evidence in *Sainsbury's*, that retail markets  
11      they operated in were highly competitive and with tight  
12      margins. So was it the same case for the market that  
13      Argos operated in, in this report?

14     A. I am guessing. I would imagine so, but --

15     Q. Was it the same also for the market that Homebase  
16      operated in?

17     A. I cannot recall on the Homebase side, but that is just  
18      because of memory.

19     Q. Well, do you have any reason to believe that the  
20      competitiveness of the markets of the DSG entities  
21      compared to those for the markets that Argos operated in  
22      only became competitive in 2006 and differed in any way?

23     A. Without seeing those sections of my report, I would be  
24      speculating.

25     Q. You say you are guessing, but it must have been the

1 case -- this is 2022, this report, so it must have been  
2 the case, based on your conclusions here. You have  
3 agreed that your reports supported the Mastercard  
4 pleading here of full pass-on as the primary position?

5 A. I do not disagree that that is the conclusion that  
6 I reached. As I said, there was a preponderance of  
7 evidence in terms of those companies in particular and,  
8 you know, again I was mostly looking at their processes  
9 at a very detailed level to see how they reacted to cost  
10 shocks, there were quite a few cost shocks over that  
11 period, and you could trace through more cleanly what  
12 was happening with different types of costs.

13 MR WILLIAMS: I have no more questions. Thank you.

14 THE CHAIRMAN: Thank you, Mr Williams.

15 MS BOYD: No questions.

16 Re-examination by MR DRAPER

17 MR DRAPER: Three topics, if I may.

18 If we could go back to Travix, briefly, I am sure  
19 everyone will be pleased to hear. It was put to you  
20 that Travix buys and sells flights and hotel bookings  
21 and so is not like Booking.com and is an agent.

22 THE CHAIRMAN: Do we need to go into closed session or are  
23 okay?

24 MR DRAPER: We probably do, yes.

25 THE CHAIRMAN: Right, okay. I thought, as you were going to

1           a specific company, we probably ought to.

2       MR DRAPER: We will need to shortly anyway.

3       THE CHAIRMAN: All right. Can we close down.

4       (3.04 pm)

5                               In Private - redacted

6       (3.50 pm)

7       (The hearing adjourned until Monday, 9 December 2024 at

8                               10.00 am)

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