

# Adam Aldred

Year of call 1987, 2014

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Adam Aldred has specialised in [EU & competition law](#) for over 25 years, including cartels, dominance, mergers, market investigations, antitrust litigation, public procurement, subsidy control / State aid, trading agreements and compliance.

He is well known to case officers at the Competition and Markets Authority (CMA), having dealt with numerous mergers, dawn raids, investigations and leniency applications in many market sectors.

He has litigated many cases before the Competition Appeal Tribunal and other UK and EU courts, has acted in arbitrations, and settled other cases by way of mediation. Adam has also acted on a number of significant merger cases, for example, the clearance of the merger of British Salt and New Cheshire Salt Works, for which his team won The Lawyer's Competition and Regulatory Team of the Year award.

## Expertise

### ADR Arbitration

Adam's experience in arbitrations has focused primarily on EU and competition law, his principal area of expertise (see link below), although he also enjoys purely commercial cases.

He is an experienced practitioner: Adam has supported the Willem C. Vis International Commercial Arbitration Moot Competition as a trainer and panellist and was a fellow of the Asian Institute of Alternative Dispute Resolution and a member of the Chartered Institute of Arbitrators for many years.

#### Notable ADR Arbitration cases

Acting for a US manufacturer in an ICC Arbitration in New York defending a claim by a UK distributor alleging breach of EU competition law

Acting for claimants and defendants in respect of a number of arbitrations before the Grocery Code Adjudicator in respect of alleged breaches of the Groceries Supply Code of Practice (GSCOP)

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Acted for an EU distributor in an ICC Arbitration against a Japanese manufacturer

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Acted for three arbitrators whose award was being challenged before the High Court

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## EU & Competition Law/Antitrust

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For over 25 years, Adam has specialised in all aspects of EU and UK competition law, including antitrust investigations, appeals, antitrust litigation, mergers, restrictive trade practices and cartels, strategic business advice, Groceries Supply Code of Practice (GSCOP), joint ventures and other forms of collaboration, dominance, public procurement, Subsidy control, State aid and competition risk management.

Adam has been Top Ranked by Chambers UK for Competition Law (The Regions (Bar)) for many years.

## Significant Cases Investigations & Advisory

1. Obtaining leniency markers for various clients based in the North of England in respect of matters which were not pursued by regulators on administrative grounds
2. Acted for a complainant to eradicate cartelised behaviour within a market by engaging directly with the relevant trade association without the need for court action or regulatory intervention by the Competition and Markets Authority or the European Commission
3. Acted for recipients of Infringement Decisions issued by the Competition and Markets Authority (e.g. Groundworks)
4. Acted for directors and individuals of companies under investigation by the Competition and Markets Authority (e.g. Musical Instruments, Construction Services)
5. Acted for an international pharmaceutical company on an EC dawn raid in Yorkshire
6. Acted for a trade association defending allegations of participation in anti-competitive conduct
7. Acted for a company based in the North West in respect of the investigation into the UK automotive industry – from dawn raid to settlement
8. Acted for the Danish parent company of the Yorkshire-based immunity applicant in respect of the Dairy cartel decision – Adam successfully applied for that immunity post-dawn raid
9. Acted for a FTSE 100 insurer: various investigations into the UK's private health industry, and also UK private motor insurance
10. Acted for a FTSE 100 insurer: the commitments decision in respect of information sharing through Experian's What If product
11. Acted for a Midlands-based copper fittings manufacturer in respect of an EC investigation, including leniency and an appeal before the General Court in Luxembourg

## Competition Litigation

1. Advising on a number of potential class action applications for collective proceedings orders (CPOs) in the Competition Appeal Tribunal
2. Instaplanta (Yorkshire) Limited v Leeds City Council – acting for the defendant in an alleged abuse of dominance claim in the Competition Appeal Tribunal (Case 1569/5/7/22)
3. R (Notemachine) v Payment Systems Regulator & LINK [2023] EWHC 2522 (Admin)- acting for a leading ATM operator challenging, amongst other things, the PSR's failure to act on NoteMachine's complaints alleging that various changes introduced by LINK were anti-competitive
4. Acting for a number of UK retailers in proceedings ongoing before the Competition Appeal Tribunal brought against MasterCard and Visa in respect of alleged breaches of EU and UK competition law (Cases 1481, 1515, 1486, 1505 & 1478/5/7/22)
5. UK Trucks Claim Limited v Stellantis N.V. & Ors – acted for Proposed Class Representative in its application for a CPO in the Competition Appeal Tribunal (Case 1282/7/7/18) seeking damages of £14 billion on behalf of UK purchasers of trucks against participants of an anticompetitive cartel discovered by the European Commission
6. Labinvesta v Dako & Agillent – acted for the claimant, a small UK business, alleging abuse of dominance by defendants in a refusal to supply case before the Competition Appeal Tribunal (Cases 1263 & 1273/5/7/16)
7. Breasley & Ors v Vita – follow-on damages action in the Competition Appeal Tribunal (Case 1250/5/7/16) on behalf of 6 claimants seeking over £multi-

million in damages. The case promptly settled

8. Waheeb & Latif v Tesco – a claim in the Competition Appeal Tribunal (Case 1247/5/7/16) on behalf of the claimant developers who alleged Tesco's reliance on a restrictive covenant infringed Tesco agreed not to rely on the restrictive covenant and the case promptly settled
9. Agents' Mutual v Gascoigne Halman – acted for the defendant real estate agency defending injunctive proceedings brought by the owner of the OnTheMarket property which was transferred to the Competition Appeal Tribunal (Case 1262/5/7/16 (T))
10. Acted for a potential defendant in a follow-on damages claim and negotiating a settlement before court proceedings were issued
11. Acted for a Part 20 defendant in the Copper Fittings follow-on damages action before the High Court in respect of an EC decision
12. Advised a foreign company in respect of prospective stand-alone damages claims arising out of the EC investigation regarding the small-screen LCD cartel
13. Advised a number of direct and indirect purchasers in respect of prospective follow-on damages claims arising out of the EC's Car Glass cartel decision and, separately, the EC's Foam cartel decision
14. Imperial Tobacco v OFT – appeal before the Competition Appeal Tribunal (Case 1160/1/1/10) in respect of the OFT's tobacco cartel-type decision – acted for Sainsbury's as intervener (Sainsbury's were the immunity applicant and Adam obtained that immunity)
15. Quarmby Construction v OFT – appeal on behalf of a Yorkshire-based construction company before the Competition Appeal Tribunal (Case 1120/1/1/90) in respect of the OFT's construction cartel decision and before the Court of Appeal
16. 2 Travel v Cardif Bus – landmark follow-on damages action in the Competition Appeal Tribunal (Case 1178/5/7/11) in which exemplary damages were awarded for the first time in a competition case
17. Eden Brown v OFT – appeal before the Competition Appeal Tribunal (Case 1140/1/1/90) in respect of the OFT's construction recruitment forum cartel decision
18. Replica Football Kit – acted for Allsports in its appeal before the Competition Appeal Tribunal (Case 1021/1/1/03)
19. Acted for an intervener before the ECJ in respect of an EC decision

## Dominance

1. Instaplanta (Yorkshire) Limited v Leeds City Council – acting for the defendant in an alleged abuse of dominance claim in the Competition Appeal Tribunal (Case 1569/5/7/22)
2. Acted for defendants regarding allegations of abuse of dominance in the High Court, competition list (BL – 2020 Liv 00000) and other threatened
3. Acted for a US manufacturer defending allegations of dominance by a disgruntled UK distributor (Forum: ICC Arbitration)
4. Labinvesta v Dako & Agillent – acted for the claimant, a small UK business, alleging abuse of dominance by defendants in a refusal to supply case in the Competition Appeal Tribunal (Cases 1263 & 1273/5/7/16)
5. Advised the owners of an airport in respect of High Court proceedings being brought by a bus company against the operator of that airport for alleged abuse of dominance
6. Bringing court proceedings against Cardif Bus which had been found to have abused its dominant position in the Bus sector: 2 Travel v Cardif Bus (Case 1178/5/7/11)
7. Advised clients in respect of regulatory investigations into alleged abuses of dominance
8. Acted for companies defending abuse of dominance claims
9. Acted for a company excluded from UK markets as a result of alleged abuses of dominance

## Merger Control

Various mergers (phases I and II) before the OFT (as was), the CMA and the European Commission, including:

1. Health cash plans
2. Dental plans
3. Motor vehicle dealerships
4. Concrete roof tiles
5. Salt
6. Building societies
7. Grocery convenience stores
8. Pharmaceuticals
9. Textiles and carpet yarns
10. Health sector
11. Rental property market

## GSCOP, Distribution Strategies & Compliance

1. Conducting arbitrations for claimants and defendants before the Groceries Code Adjudicator and advising on GSCOP
2. Advising various companies on their trading terms and UK and EU distribution strategies
3. Delivering dawn raid and compliance training and manuals

## Public Procurement, Subsidy Control & Land Agreement

Over the last decade, Adam has increasingly been called upon to advise local authorities and private companies on public procurement, subsidy control and restrictions affecting land, including:

1. Advising various local authorities on infrastructure and development schemes
2. Advising a tenderer in respect of a public procurement exercise run by a local authority which led to the revocation of the contract which had been awarded to a competitor, and a re-run of the tender
3. Advising a company when a council sought to enter the market and compete with it on commercial terms, thereby invoking the subsidy control/ State aid rules
4. Acting for a property developer whose £multi-million development would have been thwarted by a 100+ year restricted-use restrictive covenant which was successfully removed on the basis it was anti-competitive
5. Advising property owners and their advisors on funding, permitted use and restrictions in retail parks having regard to competition law and the subsidy control/State aid rules
6. *Waheeb & Latif v Tesco* (Case 1247/5/7/16) – a claim in the Competition Appeal Tribunal on behalf of developers challenging Tesco’s reliance on a restrictive covenant affecting the claimants’ land

## Competition Director Disqualification Orders

1. Acted for various directors of companies under investigation for alleged breaches of competition law and advising on Competition Director Disqualification Orders and Undertakings.
2. Published an article entitled “*Competition Breach – Disqualify the Directors: Yes or No?*” [2022] 15 G.C.L.R., Issue 3.

## ADR Mediation

Adam specialises in EU & competition law/antitrust (see link above). He became an accredited mediator in 1999. He was a fellow of the Asian Institute of Alternative Dispute Resolution and a member of the Chartered Institute of Arbitrators for many years.

Adam’s experience in mediations has focused primarily on competition law/antitrust, his principal area of expertise, although he enjoys purely commercial cases as well.

### Notable ADR Mediation cases

Adam has acted as mediator and as advocate for parties in scores of mediations from County Court claims through to multi-million abuse of dominance cases and £multi-million follow-on damages claims in the Competition Appeal Tribunal.

## Sport

Adam specialises in EU & competition law/antitrust (see link above). For over 25 years, Adam has advised sporting associations, leagues and clubs with regard to the competition and commercial issues relating to their activities.

Recommended in Legal 500 for Sports law: “competition law specialist Adam Aldred focuses on the interface between competition law and sport, and advises on

issues such as the collective selling of football rights to broadcasters and shirt sponsorship deals”.

## Notable Sport cases

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Advising a UK sporting federation defending allegations of abuse of dominance

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Advised a sport governing body on competition law compliance issues

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Advised an English Premier League Club in respect of an investigation by the Competition and Markets Authority into online ticket sales

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Advised on issues relating to the bundling of tickets and travel for fans attending away matches

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Acted for Allsports in respect of the OFT’s cartel investigation relating to the sale of England and Manchester United football kits and the subsequent appeal to the Competition Appeal Tribunal (Case 1021/1/1/03)

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Advised on the competition issues relating to the sale of broadcasting rights by the English Football League

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Advised football clubs in the Scottish Premier League with regard to the sale of broadcasting rights and related matters

## Qualifications

- Law Extension Committee, University of Sydney 1983 to 1987
- Admitted to practice in the Supreme Court of New South Wales 1987
- Trinity Hall, University of Cambridge – 1988 to 1989 (Master of Laws)
- Norton Rose 1989 to 1993 (EU & competition law)
- Hammonds (Partner) 1994 to 2001 (EU & competition law & commercial litigation)
- Accredited Mediator 1999 (ADR Group)
- Solicitor Advocate (Higher Courts (Civil Advocacy)) 2000
- Addleshaw Goddard LLP (Partner) 2001 to 2014 (EU & competition & antitrust litigation)
- Called to the Bar (Gray’s Inn) 2014 Kings Chambers 2014 to date
- Direct Access Qualified 2015
- Irish Roll 2016
- Australian Registration Certificate 2017-2023

## Publications

- “Private Enforcement of Competition Law – The Role of Mediation” 1 Competition L.J. 256 (2002)
- “Cartels: Enforcement, Appeals and Damages Actions” 2014, 2nd Ed – UK Chapter
- “Is your International Sporting Federation skating on Thin Ice too?” – Global Sports Law and Taxation Reports GSLTR June 2018 Issue
- “Competition Breach – Disqualify the Directors: Yes or No?” Global Competition Litigation Review [2022] 15 G.C.L.R. Issue 3

## Recommendations

### Chambers UK 2024

“Adam is really helpful. He looked through the lens of the local authority, took public law obligations into account, and worked well with directors and the in-house team. He added a personal touch and he is clearly invested in the matter. He offered a very engaging service.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2023

“He spots angles that other people don't see. If you have an issue that needs kicking around, he's very good to brainstorm with.”

“Adam has notable experience in cartel investigations in front of competition regulators. He is highly sought after for his advice on restrictive practices, including cartels and dominance. Aldred frequently represents claimants in follow-on damages litigation.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2022

“Adam is very often my first port of call with queries which stump me; he is always inventive in addressing problems and it is no surprise that he has a very busy practice.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2021

“Adam provides definitive, concise and timely advice, and he seems to be able to anticipate the approach the CMA is likely to take.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2020

“He is proactive, strategic, and able to provide tangible and practical advice.”

“He's very easy to get on with and has a very nice manner. He's also knowledgeable and thorough.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2019

“He has been very co-operative at putting in time to explain things to the clients and is a very good tactical litigator.”

Competition Law (The Regions (Bar)) – Top ranked

### Chambers UK 2018

“He is a great person to work alongside – full of ideas and full of energy.”

Competition Law (The Regions (Bar)) – Top ranked

#### Chambers UK 2017

“He is a highly regarded individual, particularly for cases involving cartels.”

Competition Law (The Regions (Bar)) – Top ranked

#### Chambers UK 2016

“He combines the pragmatism of a solicitor with a robust fighting spirit.”

Competition Law (The Regions (Bar)) – Top ranked

#### Legal 500 2015

EU & Competition – Adam Aldred is highly recommended

Sport – competition law specialist Adam Aldred focuses on the interface between competition law and sport, and advises on issues such as the collective selling of football rights to broadcasters and shirt sponsorship deals

#### Chambers UK 2014

“Very innovative” and “an able litigator”. As such he is often sought to advise on abuse of dominance cases and follow-on damages claims. (Band 1 – leading individual)

#### Chambers UK 2013

“A seasoned litigator” who “has a great deal of experience to offer in this field”. (Band 1 – leading individual)

#### 2012

Awarded “Stand-out” – Most Innovative law firms in Dispute Resolution – FT Innovative Lawyers: third out of 26 finalists

## Accreditations

