

Horizontal merger: Ryanair-Air Lingus

Yidan Sun

Tilburg University

Introduction

Relevant Laws

Introduction

Facts

- ▶ In 2012, Ryanair submitted a proposal of takeover of Air Lingus
- ▶ In 2012, the European Commission has cleared the proposed merger

- ▶ Here, I am going to introduce the measurements of market concentration
- ▶ The aggregated market concentration measurement(HHI), where s is the market share of each firm:

$$\sum_{i=1}^n s_i^2$$

Relevant Laws

Merger regulation

- ▶ Guidelines on the assessment of horizontal merger
- ▶ Turn over
- ▶ The substantial lessening of competition test

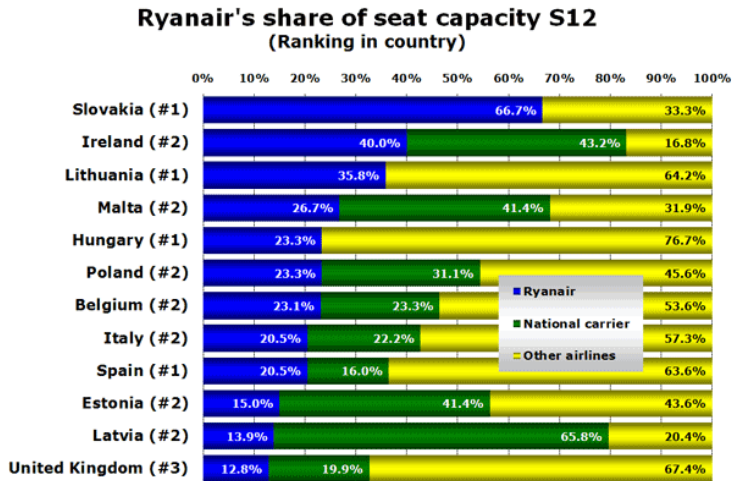


Figure 1:

- ▶ A figure from the web



Figure 2:

Conclusion

- ▶ It is the natural result of a competitive market
- ▶ I hope you have enjoyed this presentation so far. Thank you!