

Jacob Muller

Associate Principal, Johannesburg



Jacob is an Associate Principal based in RBB's Johannesburg office. Since joining RBB in 2017, Jacob has advised clients in relation to a wide range of competition law investigations and litigations across Africa, as well as in Australia and Europe. Jacob has also provided expert economic testimony under cross-examination before the South African Competition Tribunal.

Jacob has a broad range of experience, covering a wide range of competition matters, including horizontal and non-horizontal mergers, market investigations, exclusionary abuse of dominance, excessive pricing and price discrimination, buyer power, price fixing and market allocation, as well as damages litigation.

Jacob has also worked across a range of different sectors, spanning digital platforms, e-commerce, telecommunications, broadcasting, publishing, energy, construction and construction materials, transport aviation, automotive, retail, and gambling.

Jacob has advised clients on matters in several jurisdictions, including South Africa, Australia, the UK, France, Namibia, Zambia, Tanzania, and Nigeria. He has also acted as an expert witness before the South African Competition Tribunal, providing concurrent expert evidence and evidence under cross-examination.

Jacob has spoken at a number of competition law conferences and published journal articles on a range of issues, such as price discrimination and buyer power, price gouging and excessive pricing, competition and innovation, and multijurisdictional merger filings, and competition policy in digital markets.

Jacob holds an undergraduate degree in Politics, Philosophy and Economics, and a Masters degree in Economic Science (cum laude), both from the University of Cape Town.

Recent Case Experience

Online Intermediation Platforms Market Inquiry – Takealot.com and Mr D Food Market Inquiry, South Africa

Sunrise Energy / Strategic Fuel Fund / Aveda Energy Merger, South Africa

Cape Town Stadium Damages – WBHO and Stefanutti
Follow-on damages from cartel conduct, South Africa

Maersk / Grindrod Merger, South Africa

Seriti / South 32 Merger, South Africa

Future / TI Media Merger, UK

ATON / Murray and Roberts Merger, South Africa

Pacific National / Aurizon Merger, Australia

Unilever / Commission Horizontal agreement, South Africa

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