

# Apolline Jaoui

Principal, Paris

Apolline is a Principal based in the Paris office. Since 2017, she has been advising on a wide range of economic issues before the European Commission and national authorities, most notably in France. Her experience includes merger investigations raising both horizontal and conglomerate concerns, follow-on damages litigations and more recently, work related to the implementation of the Digital Markets Act.

Apolline has worked on a wide range of competition matters before the European Commission, as well as various national competition authorities, including in France, Belgium, Luxembourg, South Africa and the UK.

Apolline has advised numerous high-profile clients such as Veolia, Google and Amazon.

Her sectoral experience covers online platforms, digital advertising, virtual assistants, financial markets, construction materials, the retail sector, waste treatment and various industrial goods.

Apolline holds an MSc in Management from HEC Paris (Grande Ecole program) and a Master's in Economics from ENSAE ParisTech and Ecole Polytechnique.

A French national, Apolline is fluent in French and English.



## Recent Case Experience

Amazon  
Digital Markets Act, EU

Veolia/Suez  
Merger, EU and multi-jurisdictional

Metso/Outotec  
Merger, EU and multi-jurisdictional

Assa Abloy/Agta record  
Merger, EU

Google  
Follow-on damages from abuse of dominance, France & Belgium

Cora  
Follow-on damages from cartel, France

Banking sector  
Class action, UK

Supermarket chain  
RPM investigation, Luxembourg