



Press Release

Berlin, August 17, 2011

ESMT Competition Analysis becomes E.CA Economics

- E.CA Economics independent economic consultancy
- Cooperation with ESMT faculty members continues

As of August 17, 2011 ESMT Competition Analysis has changed its name to E.CA Economics. The now independent economic consultancy is the international business school's second successful spin-off, following MARGA in 2007. E.CA Economics has entered an exclusive partnership with ESMT European School of Management and Technology and will continue to work closely with members of the ESMT faculty on leading-edge research in industrial organization and quantitative methods.

"In only a few years, ESMT Competition Analysis has developed from a small unit within the business school to a leading economic consultancy," said Hans W. Friederiszick, Managing Director of E.CA Economics. Rainer Nitsche, also E.CA Managing Director, added, "In line with this remarkable growth, we want to make our own brand more clearly identifiable and simultaneously emphasize our strong partnership with the ESMT. Consequently, we have changed our name to E.CA Economics."

E.CA Economics was founded at ESMT in 2007 as ESMT Competition Analysis and focuses on the areas of merger, antitrust, State aid, and regulation. E.CA Economics has been named in The Economics 20 by the Global Competition Review survey since 2008 as one of the world's leading competition economic firms, reflecting its successful business development.

ESMT President Jörg Rocholl commented, "This second successful spin-off demonstrates the importance of putting theory into practice at ESMT. We look forward to further rigorous joint research on current regulatory issues with E.CA Economics." Current joint research projects include cartel cases in raw materials and the automobile industry, a merger in the cable TV industry, and a margin squeeze case in telecoms, among others.

Read more about E.CA Economics at www.e-ca.com.

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About ESMT

ESMT European School of Management and Technology was founded in October 2002 by 25 leading global companies and institutions. The international business school offers full-time MBA and executive MBA programs, as well as executive education. ESMT focuses on three main topics: responsible and sustainable leadership, European competitiveness, and the management of technology. Additionally the business school offers an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a state-accredited private business school based in Berlin, Germany, with an additional location in Schloss Gracht near Cologne. www.esmt.org

About E.CA Economics

E.CA Economics is an economic consultancy working on central topics in the field of competition policy and regulation. These include case-related work on European competition matters, e.g., merger, antitrust or State aid cases, economic analysis within regulatory procedures, and studies for international organizations on competition policy issues. E.CA Economics applies rigorous economic thinking with a unique combination of creativity and robustness, in order to meet the highest quality standards of international clients. As partner of the international business school ESMT European School of Management and Technology, E.CA Economics works closely together



with ESMT professors and professionals on leading-edge research in industrial organization and quantitative methods. www.e-ca.com