



Baker McKenzie's team of antitrust experts around the world have collaborated to produce a truly innovative **Global Merger Analysis Platform (GMAP)**. GMAP answers 90 detailed questions on merger control law in over 120 jurisdictions. It is updated in real time. It provides more depth and more legal certainty than existing products on the market.

Multijurisdictional merger control analysis is easy to get wrong when a deal is moving quickly and time is of the essence. Assessing whether and where to notify can be time-consuming and expensive. Especially when the triggering thresholds are far from clear as is often the case in developing markets.

GMAP is not only the most comprehensive database on the substantive law, it also captures our field experience of enforcement practice. It provides a road map identifying the risks, the regulatory timetable, and the gating items that you can promptly feed into your corporate strategy and planning processes.

Tailored platform automation saves many lawyer hours. With GMAP we can instantaneously select a tailored matrix of relevant countries and the most pertinent questions that the analysis of your deal needs to cover. Pro forma short form views are immediately available to serve up the most useful selections of information. Reports can be sent to you by secure email link and reviewed securely online wherever you are. Word, Excel and PDF versions can be generated for broader circulation and processing within your business.

Our goal is to make your life easier by making the merger control process predictable and cost efficient. We want you to **Close. Everywhere. On time.**

**CLOSE.
EVERYWHERE.
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Baker McKenzie's Global
Merger Analysis Platform





Step 1. Generating a full filing analysis

We can run a global analysis of where a transaction may require notification based on the parties' revenue data (and assets and market shares where relevant), within 24 hours of receipt of reliable data, and subject to maximum fee caps, established on a case-to-case basis.

Step 2. Risk assessment in marginal jurisdictions

GMAP tracks enforcement trends. We know the regulators and can anticipate how they will react. Any GMAP filing analysis can be complemented as needed by discussions with our merger control team on the legal risk and commercial implications of filing or not filing in any jurisdiction.

Step 3. One touch coordination

GMAP contains the contact details of merger control specialists in 120 countries, inside and outside of our global network. That group can streamline the notification process and lighten the regulatory burden in those jurisdictions you need to notify in. We coordinate filings, ensure consistency, manage cross-border agency cooperation, and obtain clearances to meet the most demanding deadlines.

Do you want to know more?

Here are just a few of the questions we are already equipped to answer without incurring the costs of having to go to local counsel in every jurisdiction in the first instance:

- A realistic understanding of the average duration of pre-notification consultations with the relevant authority
- The publicity generated by a filing/decision
- The extent to which third party complainants can intervene in the process
- The ability of an authority to "stop the clock" and the practice of whether and how often this happens
- Whether and when the acquisition of minority shareholdings require merger control clearance
- Whether the merger rules apply to non-structural deals, such as cooperative joint ventures.

Contact one of our merger control task force members listed below or your usual Baker McKenzie contact to find out how GMAP can most effectively be put to work for you.

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