

Appendix A:

1. Overall size of the undertaking, its size in relation to that of the relevant market as well as the changes in the relative positions of the market players in the course of time
2. High barriers to entry as well as the resulting extent of potential competition
3. Extent of countervailing buying power
4. Extent of elasticity of demand and supply
5. The respective market phase
6. Technological advantages
7. Any advantages in the distribution and sales networks
8. Economies of scale, economies of scope and density
9. Extent of vertical integration
- ?10. Extent of product differentiation
11. Access to financial resources
12. Control of infrastructure not easily duplicated
13. General behavior on the market, such as pricing, marketing policy, bundled products and services or establishment of barriers