

Partner, London

Antitrust/Competition



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Education

Legal Practice Course, BPP University, 2003

G.D.L., BPP University, 2003

B.A., University of Oxford, 2000

Bar Admissions

Brussels (EU - list)

England & Wales

Aurora Luoma has a broad practice covering key areas of competition law, including international merger control, antitrust investigations, state aid and sectoral regulation. She particularly focuses on complex global mergers in the EU and U.K.

Ms. Luoma advises multinational clients across a range of industries, including the semiconductor, technology, energy, chemical, financial services and retail sectors. Ms. Luoma also advises on antitrust investigations (including cartels and abuse of dominance), state aid law and vertical agreements, as well as the application of U.K. national security rules. In recognition of her work, she has been repeatedly named a Competition Future Leader by *Who's Who Legal*.

Ms. Luoma's representations include advising:

- Adobe Inc. on the antitrust aspects of its proposed (but terminated) US\$20 billion acquisition of Figma, Inc.
- Castik Capital S.a.r.L. and other shareholders of Waterlogic plc on the antitrust aspects of Waterlogic's US\$1.45 billion acquisition by Culligan plc
- Central Group and SIGNA Holding GmbH on their US\$5.3 billion acquisition of Selfridges & Co. Limited from the Weston Family
- Corebridge Financial Inc. on the US\$561 million (£460 million) sale of AIG Life Limited, its U.K. life insurance business, to Aviva plc
- Electronic Arts Inc. on:
 - its US\$1.4 billion acquisition of Playdemic Ltd. from Warner Bros. Games and AT&T Inc
 - its US\$1.2 billion acquisition of Codemasters Group Holdings plc
- Elon Musk on his US\$44 billion acquisition of Twitter, Inc.
- Gyroscope Therapeutics Limited on its acquisition by Novartis AG for US\$800 million upfront and additional milestone payments of up to US\$700 million
- HP Inc. on:
 - the antitrust aspects of its US\$3.3 billion acquisition of Poly
 - its US\$425 million acquisition of HyperX gaming peripherals business from Kingston
- Intact Financial Corporation and its subsidiary Royal & Sun Alliance Insurance Limited on their US\$648 million acquisition of the brokered commercial lines operations of Direct Line Insurance Group plc
- Intel Corporation on its proposed (but terminated) US\$5.4 billion acquisition of Tower Semiconductor
- Konecranes Plc on the global antitrust aspects of its proposed (but terminated) merger with Cargotec Corporation
- Nasdaq, Inc. on the US\$190 million carve-out sale of its U.S. fixed-income business, Nasdaq Fixed Income, to an affiliate of Tradeweb Markets Inc.
- NCR Corporation on its US\$1.7 billion acquisition of Cardtronics plc
- SK hynix, Inc. on its US\$9 billion acquisition of the NAND memory and storage business of Intel Corporation
- Xilinx, Inc. on its US\$50 billion acquisition by Advanced Micro Devices, Inc.

Selected Publications

“The Meteoric Rise of Generative AI Has Regulators Gearing Up To Preserve Competition,” *Skadden Insights Special Edition: Women’s History Month*, March 2024

“Proposed UK Reforms to Merger Process Offer Wider Small Market Exception and Better Engagement With Senior Officials on Merits and Remedies,” *The M&A Lawyer*, January 2024

“Skadden Discusses Proposed UK Reforms To Merger Process,” *The CLS Blue Sky Blog*, December 2023

“Proposed UK Reforms to Merger Process Offer Wider Small Market Exception and Better Engagement With Senior Officials on Merits and Remedies,” *Skadden Publication*, November 2023

“Skadden Discusses Different Enforcement Approaches of EU, U.K., and U.S. on Antitrust and Sustainability,” *The CLS Blue Sky Blog*, November 2023

“Antitrust and Sustainability: EU, UK and US Take Divergent Enforcement Approaches,” *Skadden Publication*, November 2023

“Mandatory Notification Obligations Under the EU’s Foreign Subsidies Regulation Kick In: Are You Ready?” *Skadden Publication*, October 2023

“The UK Government Introduces New Competition Rules to Extend the Merger Review Powers of the Competition Authority Over the Digital Sector,” *Concurrences*, September 2023

“ESG in 2023: A Mid-Year Review,” *Skadden Publication*, July 2023

“EU Foreign Subsidies Regulation Goes Live: Key Implications for M&A Transactions,” *Skadden Publication*, July 2023

“New UK Law Will Give CMA Broad Powers To Boost Competition in Digital Markets,” *Skadden Publication*, May 2023

“UK To Revamp Merger Control, Expanding CMA’s Jurisdiction and Making Procedures More Flexible,” *Skadden Publication*, May 2023

“Supporting Net Zero: UK CMA Consults on Draft Sustainability Guidance,” *Skadden Publication*, March 2023

“Merger Control and the Increase in Deal Uncertainty,” *Financier Worldwide Magazine*, March 2023

“UK Competition Regulator Cannot Compel Foreign Companies To Respond to Information Requests,” *Skadden Publication*, February 2023

“ESG in 2022 and Predictions for 2023,” *Skadden Publication*, February 2023

“US and EU Regulators Increase Scrutiny of Vertical Mergers,” *Skadden’s 2023 Insights*, December 2022

“EU Digital Markets Act Enters Into Force on November 1, Creating New Regulatory Regime for Large Tech Platforms,” *Skadden Publication*, October 2022

“EU To Step Up Enforcement Against Foreign State-Backed Companies,” *The M&A Lawyer*, July/August 2022

“UK and EU National Security and Investment Screening Update: June 2022,” *Skadden Publication*, June 2022

“EU and UK Revamp Antitrust Rules on Distribution Arrangements,” *Skadden Insights*, June 2022

“Changes To UK Competition Rules Will Extend CMA Powers,” *Law360*, May 2022

“UK Revamps Antitrust Rules With Broader Jurisdictional Reach, Tougher Penalties and More Flexible Procedure for Merger Control,” *The M&A Lawyer*, May 2022, and *Skadden Publication*, April 2022