

Partner, London

Antitrust/Competition



T: 44.20.7519.7255  
aurora.luoma@skadden.com

## 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* as well as honored as one of Lawdragon's 500 Leading Global Antitrust & Competition Lawyers.

Ms. Luoma's representations include advising:

- Adobe Inc. on the antitrust aspects of its proposed (but terminated) US\$20 billion acquisition of Figma, Inc.
- Ansys, Inc. on the global antitrust aspects of its US\$35 billion acquisition by Synopsys, 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
- Catalent, Inc. on its acquisition by Novo Holdings A/S at an enterprise value of US\$16.5 billion
- 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
- Juniper Networks, Inc. on its US\$14 billion acquisition by Hewlett Packard Enterprise
- 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
  - Nokia Corporation on its US\$2.3 billion acquisition of Infinera Corporation
  - 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

“ESG: A Review of 2024 and Key Trends To Look for in 2025,” *Skadden Publication*, January 2025

“CMA’s Growth Agenda: UK Competition Authority May Loosen Position on Merger Remedies,” *Skadden Publication*, December 2024

“New UK Competition Regime Comes Into Force 1 January 2025,” *Skadden Publication*, December 2024

“European Commission Blocked From Reviewing Below-Threshold Mergers,” *Skadden Publication*, September 2024

“ESG in 2024: A Midyear Review,” *Skadden Publication*, July 2024

“European Commission Turns Focus to Competition in Labour Markets, Targeting Wage-Fixing and No-Poach Agreements,” *Skadden Publication*, June 2024

“U.K. Revamps Merger Control, Expanding CMA’s Jurisdiction and Making Procedures More Flexible,” *Thomson Reuters’ FinTech Law Report*, May-June 2024

“UK Enacts a New Digital Regime Regulating the Conduct of Major Tech Platforms,” *Skadden Publication*, May 2024

“UK Revamps Merger Control, Expanding CMA’s Jurisdiction and Making Procedures More Flexible,” *Skadden Publication*, May 2024

“UK Court Confirms No Higher Bar Applies for Domestic Search Warrants,” *Skadden Publication*, May 2024

“UK Court of Appeal Signals Greater Scrutiny of CMA Merger Decisions,” *Skadden Publication*, May 2024

“UK Reforms Phase 2 Merger Review Process,” *Skadden Publication*, May 2024

“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