

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair

H Q D E O H G ³ Z U L W H L Q V L D F W V L S T A W H S U R Q H Q H Q V D W H V Z I U R U M W H Q V F R Q W H
X Q G H U G L V W L Q R M V X & V H U & D V H W K H Q F R S Q X S I D Q Q B X H V W H D H W K W H
J H Q H U D W H G F R Q W R I Q W U Q P C O I X & V H B 3 Q P D R M H X F W ' H V F U L S W L R Q ³ %
³ \$ U W L F 6 O W R V U 1 3 * O R R W O H 6 H D U F K \$ G V D Q G ³ 7 H V W L P R Q L D O 5 H

RI PRQWK\ RXWSXW RU PRQWK RU LI SDLG DQQXD
DQG 0D\ 5HVS RQGHQWUHQXH PLOOLRQ LQ

6LQFH \$SULO 5HVS RQGHQW 5HVS RQGHQW 5HVS RQGHQW
&DWHQDEOHVJHKHUV\WHRZULWWHQ8\FRQWHPQWWRKHQJRKBRZVH
VHOHFW DQG

SXEOLVK LW RQOEQM YQKHDQ\IDQVWDUQYHLHZV IHDXUH GH
SRWHQWLDO FRQVXPHUV GHFLGLQJ WR SXUFKDVT WKH VH

)RU H[DPSOH LQ RQH VHVVLRQ D XVHU LQSXW 3*XFFL *
' IRU ERWK WKH 1DPH DQG 5HYLHZ 7LWOH ILHOGV 5HV
** &DQYDV 0HVVHQJHU %DJ 5HSOLFD 5HG LV D SHUIHF
WR WUDYHO 7KLV PHVVHQJHU EDJ RIIHUV WKH EHVW VW\O
FDUU\LQJ FD\$IDW\HWV R\KLV EDJ LV DOVR OLJKWZHLJKW PDN
VKRXOGHU DQG ZLWK LWV KDUG VKHOO H[WHULRU ERG\ PD
UHVLVWDQW WR GDPDJH '

, QQ RWKHU VHVVLRQ D XVHU LQSXW ³DWQKG V⁸ GRUR CKD WS RX
X QGHU WKH 5H M¹ S² R³ W⁴ G⁵ H⁶ Q⁷ W⁸ Q⁹ M¹⁰ U¹¹ M¹² G¹³ R¹⁴ J RZQHU , DP WKU
ZLWK WKLV SURGXFW O\ SXS KDV EHHQ VPHOOLQJ EHWWHU
KLV FRDW LV VK¹ Q² D³ U⁴ R⁵ W⁶ K⁷ D⁸ Q⁹ H¹⁰ W¹¹ W¹² RV X¹³ V¹⁴ H¹⁵ D¹⁶ Q¹⁷ G¹⁸ VPHOOV UH
HYHU\ RQH WU\ WKLV RXW '

, QQ B W K H U D H X A C H S U X Q V X Q G H H W L F W K E L V I D J R R I L Q J F R Q W U D F W P
X Q G H U 5 H Y L W R Z R V L G N D O P B J 5 ^ H V S I S Q G H Q W V V H U Y L F H J H Q H U D W H
^ 7 K L V U R R I L Q J F R Q W U D F W R U L V W K H E H V W F D O F E H V Z , W

5 H RSQ GH QW ¶ V 7 HV W L P R Q L D O 5 H Y L H Z V H U Y L F H F D X V H V
W R F R Q V X D P H Q V R R W K D I M R S C U D H E O H O H J L W L P D W T H X I X F V N H O \\$ V W K H
J H Q H D U Q V X I Q O L P L W H G Q X D P E G H U H T Q R X G Q C I Q M D Q L J O U H M R Y L P H Z Q M P D O L Q S X
Q L A X L A S I L X W A I Q A P V I — O X W] € W " ... Y D Q E p V ` € U Y D ° D Q W K à H F F D @

