

# Imraan Yusuf

Senior Associate, Johannesburg



Imraan Yusuf is a Senior Associate at RBB Economics, based in the Johannesburg office. He holds an honours degree in Economics and a Bachelor of Commerce degree in Economics and Finance from the University of Cape Town. He joined RBB at the beginning of 2015, directly after completing his Honours degree.

Since joining RBB, Imraan has worked on a wide range of projects before competition authorities and courts in Asia, Europe, South America, Africa and the UK. This work has included high profile mergers, involving horizontal and non-horizontal considerations, and the assessment of price fixing allegations.

Imraan has also worked on projects involving potential abuses of a dominant position, vertical pricing agreements, and margin squeeze concerns.

Imraan has particular expertise in applying quantitative methods to the analysis of large datasets, demand estimation, substitutability and profitability analysis.

Imraan's sectoral experience includes aviation; construction; eyewear; financial services; food and beverages; golfing; healthcare; heavy duty equipment, rental and sale; insurance; recycling, pulp, paper and plastics production; security services; sports, gaming and betting; poultry production, wholesaling and retailing; steel production and trading; telecommunications; transportation (trucks and trains) and media.

## Recent case experience

- **Siemens/Alstom**  
Merger, EU and multi-jurisdictional
- **Essilor/Luxottica**  
Merger, EU and multi-jurisdictional
- **AB Inbev/SABMiller**  
Merger, EU and multi-jurisdictional
- **Life Healthcare**  
Market investigation, South Africa

### Johannesburg

35 Ferguson Road, 2nd Floor  
Illovo, Sandton  
Johannesburg, 2196  
South Africa

T +27 11 783 1949  
D +27 11 326 5025  
E johannesburg@rbbecon.com  
E imraan.yusuf@rbbecon.com