

## Competition Commission One-minute TV Episode - Subtitles

### “Compete With Integrity”

#### Episode 8: Predatory pricing

Super: Compete With Integrity  
The following story is purely fictitious

Voice-over: Hello, Mrs Lau.  
I happen to be in the area, so I thought...

Voice-over: I'm really sorry I didn't place any more order with you.

Voice-over: I'm actually just wondering if there's anything wrong with our drug?

Voice-over: Not at all! It's very good!

Voice-over: Then why...

Voice-over: It's because of this big pharmaceutical firm.  
Their sales agent contacted me and said his boss had decided to sell the drug with 90% discount even if they would suffer losses.  
How could I say no to such a deal?

Voice-over: 90% off?! That's way below their costs.  
Apparently they're trying to squeeze me out of the market.

Voice-over: Your drug is receiving lots of positive feedback, and that lowers their sales.  
But 90% off ! I can't really say no.

Voice-over: Well, if I'm out of the game, they'll definitely hike up the price again.

Voice-over: We've contacted other pharmacies based on the information you provided and found the same situation.  
It looks like a company with substantial market power harming their competitors by predatory pricing.  
We'll look into the case. The investigation will be kept confidential.

Voice-over: Thank you!

Super: Businesses should not abuse their substantial market power and engage in anti-competitive conduct.  
Consumers and businesses should report any suspicion of anti-competitive conduct to the Competition Commission.

Competition Commission