

Open Letter to the Competition and Markets Authority, UK

Reykjavik, 24th of November 2019

Dear CMA,

We are a company located in Iceland with worldwide operations, including in the UK and the European Union. We have obtained Patents for our invention and have manufactured it since 2011 with mediocre success due to a UK/US cartel blocking our every move with anti-competitive behaviour. For years, we have been battling and fighting a cartel of companies commonly referred to as "Bathmate/Ultramax Ltd./DX Products Ltd.", a UK based company and "Matters of Size", a US-based company. The scope of the complaint in short is:

- The Cartel has been making contracts with other companies to exclude our products; this has made it extremely difficult for us to enter into markets dominated by them.
- The Cartel has been making false accusations and legal threats to our customers, business partners and suppliers, that if they continue to support or do business with us, they will take legal action against them.
- The Cartel has actively used marketing material in the form of email and direct messaging, in the mail and electronically, falsely claiming we are out of business.
- The Cartel has actively been engaging in Price-Fixing and enforcing its RRP with some success.
- The Cartel has incorrectly and intentionally told our customers and theirs that there is an active, ongoing Patent dispute between the companies. However, to our knowledge, no noticeable action has been taken since 2017. We believe they might be keeping the case alive in the courts with the sole intention of causing us harm. We hold our patents for our products, although the product line might seem similar and directly compete with each other.
- In the case of the US-based company "Matters of Size", apparently Bathmate/Ultramax paid a lump sum of 25,000 USD to have the company stop doing business with us. Our source said the payment was in the form of increased discounts and credits of Products from the Cartel.

We have done extensive research, and it has shown that Bathmate/Ultramax, a UK company, has well over 85% market share worldwide in the Hydropump business. Our analysis of the market is that we have 5% and other hydro pumps, both electric and non-electric 10%.

We wish that the CMA investigates these practices to stop this cycle of Cartelling and Anti-competitive crimes these companies are committing.

If CMA wishes to obtain more information from us, we are happy to comply. You can contact us at the below contact address or phone numbers at any time.

UK Companies:

DX Products Limited: Company number 07254422

Ultramax Products Limited: Company number 05483439

Persons involved:

Carl Pallister, Director

Jozef Mosalski, Secretary

John Oakes, Manager/Member of Staff

US companies:

Matters Of Size (www.mattersofsize.com)

Shop MOS PPC, 100 E. Satchwell Street # 1493 Burgaw, NC 28425-5064

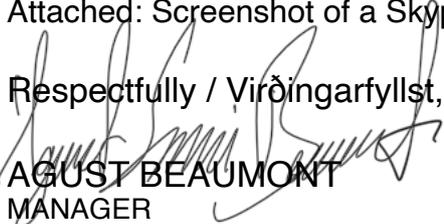
Persons involved:

Mike Salvini, Forum Director

Jaz, last name unknown, Business manager

Attached: Screenshot of a Skype conversation with Jaz, last name unknown.

Respectfully / Virðingarfyllst,



AGUST BEAUMONT
MANAGER

SALES AND MARKETING DEPARTMENT

TEL: +66 85 688 5353 | +354 777 7377 | +44 115 888 0824 | SKYPE: agust.beaumont

ARCTIC SEA LIMITED | STEKKJARSEL 5 | 109 REYKJAVÍK | ICELAND

Jaz MoS

Last seen 11m ago | Gallery | Find



Friday

6:06 PM

Hi Jaz, long time no chat

You guys still exclusive with Bathmate?

Yesterday

Jaz, 6:09 AM



Hi Agust 😊

Yes we are still working with BM 😊

10:55 AM

Morning Jaz

So you guys are not interested in carrying the Penomet?

Today

Jaz, 2:47 AM



Hi Agust, if we carry Penomet, Bathmate will no longer deal with us. We either have to carry one or the other. 😊

I thought you guys went out Of business years ago 😊