

# Online Appendix

This Online Appendix relates to the references made in the study entitled: “Entering New Markets in the Presence of Competition: Price Discrimination versus Cannibalization” by Ralph Siebert (Purdue University and CESifo).

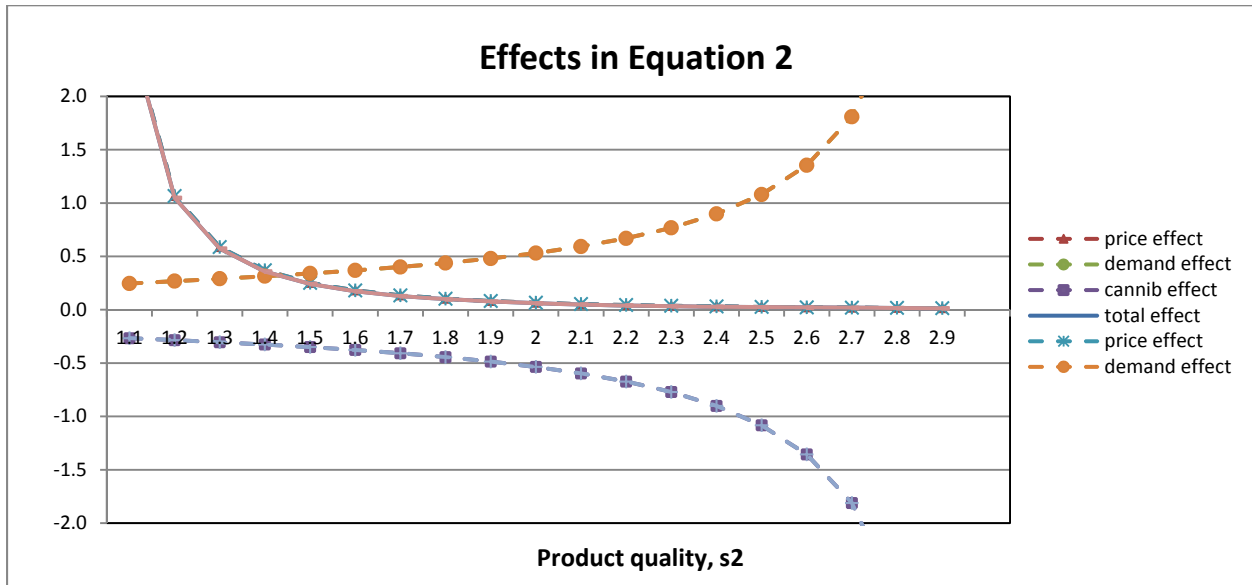


Figure 1: Illustration of partial effects in Equation 2

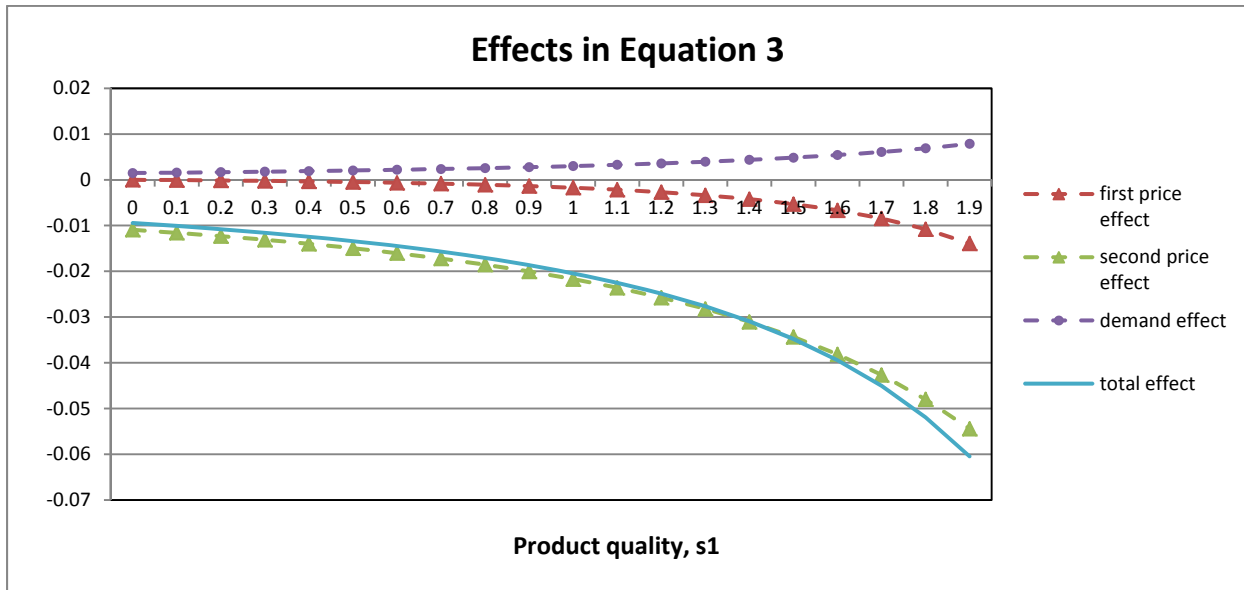


Figure 2: Illustration of partial effects in Equation 3

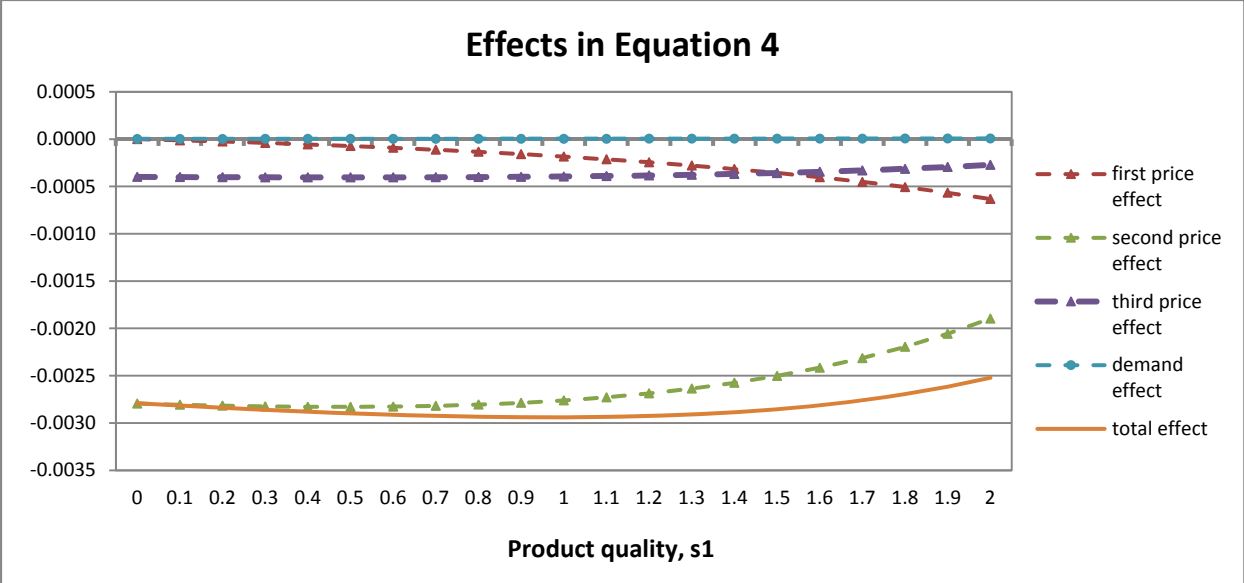


Figure 3: Illustration of partial effects in Equation 4

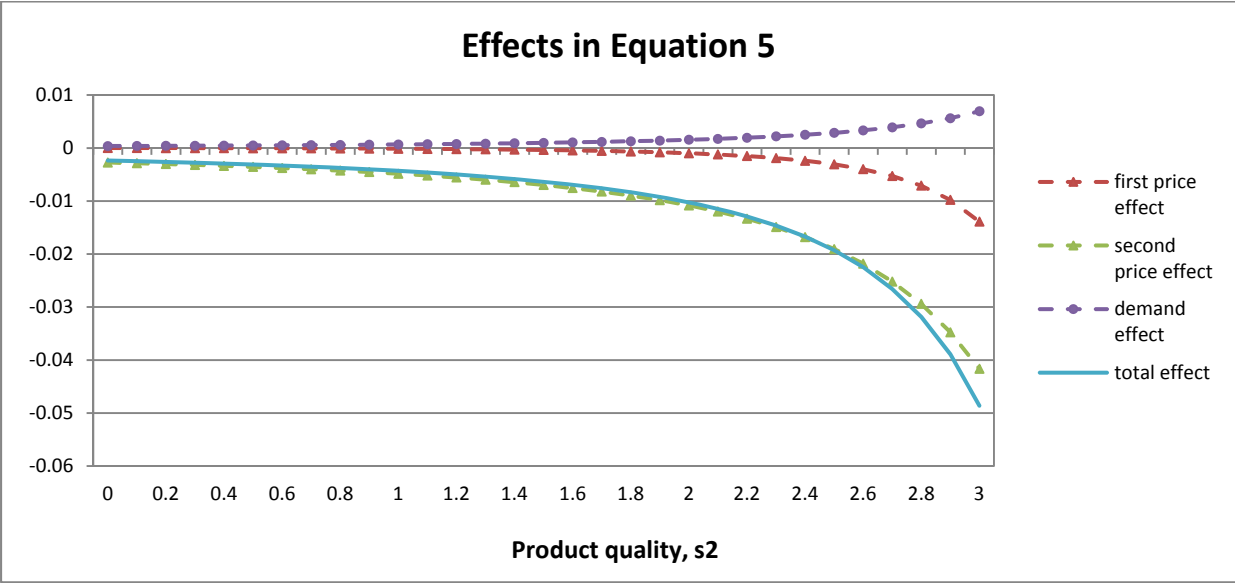


Figure 4: Illustration of partial effects in Equation 5