

ONE HUNDRED EIGHTEENTH CONGRESS

Congress of the United States

House of Representatives

COMMITTEE ON THE JUDICIARY

2138 RAYBURN HOUSE OFFICE BUILDING

WASHINGTON, DC 20515-6216

(202) 225-6906
judiciary.house.gov

June 28, 2024

Mr. Herrish Patel
President, Unilever USA
c/o Mr. Brian Smith
Covington & Burling LLP
850 Tenth Street, NW
Washington, DC 20001

Mr. Hein Schumacher
Chief Executive Officer, Unilever
100 Victoria Embankment
London EC4Y 0DY
United Kingdom

Dear Mr. Patel and Mr. Schumacher:

The Committee on the Judiciary is conducting oversight of the adequacy and enforcement of U.S. antitrust laws.¹ Unilever's position on the Global Alliance for Responsible Media (GARM) Steer Team places Unilever at the center of collusive behavior that could potentially violate U.S. antitrust law. To inform potential legislative remedies such as whether existing civil and criminal penalties and current antitrust enforcement efforts are sufficient to deter anticompetitive collusion in the advertising industry, the Committee must first understand the nature of this activity.

The Committee has obtained documents that show Unilever is closely involved in GARM's efforts to boycott, demonetize, and censor disfavored viewpoints.² In particular, Unilever appears to further GARM's collusive behavior through Unilever's leadership on the GARM Steer Team, a self-described 'board of directors' that plot the direction of GARM.³ As President of Unilever USA, Mr. Patel is uniquely positioned to advance the Committee's oversight and legislative reforms by explaining Unilever's decision to participate in GARM.

As the Committee discussed with your counsel, we write to respectfully request Mr. Patel's testimony at a hearing before the Committee on the Judiciary titled, "Collusion in the

¹ Rules of the House of Representatives R. X (2023).

² GARM and Unilever Document Productions to the Committee.

³ *Id.*

Mr. Patel
Mr. Schumacher
June 28, 2024
Page 2

Global Alliance for Responsible Media,” on July 10, 2024, at 10:00 a.m. in room 2141 of the Rayburn House Office Building. The Committee is aware of Mr. Patel’s potential attendance complications. Given this fact, if Mr. Patel is unable to testify on the requested date, the Committee fully expects Unilever to make Mr. Schumacher available to provide testimony in Mr. Patel’s place.

The enclosed Witness Instruction Sheet provides information for witnesses appearing before the Committee. Please note the procedures for submitting written testimony at least two business days prior to the hearing. Please confirm Mr. Patel or Mr. Schumacher’s appearance before the Committee as soon as possible, but no later than 5:00 p.m. on July 1, 2024. If you have any questions, please contact Committee staff at (202) 225-6906. Thank you for your prompt attention to this matter.

Sincerely,

A handwritten signature in blue ink that reads "Jim Jordan". The signature is stylized with a large, looping "J" and a long, sweeping underline that extends to the right.

Jim Jordan
Chairman

Enclosures

Witness Instruction Sheet
Non-governmental Witnesses

1. Witnesses should provide their testimony, biography, and “Truth in Testimony” disclosure and certification form via e-mail to Evangeline McLean, Clerk, at Evangeline.McLean@mail.house.gov, no later than 10:00 a.m. two business days prior to the hearing.
2. Witnesses must complete the attached “Truth in Testimony” disclosure and certification. Additional pages may be attached to the form if needed. Witnesses must also include a biography, resume, or curriculum vitae. This disclosure and biographical information are required by House Rules. (House Rule XI, clause 2(g)(5))
3. Written testimony, biography, and “Truth in Testimony” disclosure and certification form will be made publicly available and will be posted on the Committee’s website and U.S. House of Representatives Document Repository. It is therefore recommended that personally identifiable information such as addresses and phone numbers not be included in the biographical information.
4. At the hearing, each witness will be asked to summarize his or her written testimony in five minutes or less in order to maximize the time available for discussion and questions. Full written testimony will be entered into the hearing record and may extend to any reasonable length.
5. Witnesses with disabilities should contact Committee staff to arrange any necessary accommodations.

For inquiries regarding these rules and procedures, please contact the Committee on the Judiciary at (202) 225-6906.

Truth in Testimony Disclosure Form

In accordance with Rule XI, clause 2(g)(5)* of the *Rules of the House of Representatives*, witnesses are asked to disclose the following information. Please complete this form electronically by filling in the provided blanks.

Committee: _____

Subcommittee: _____

Hearing Date: _____

Hearing :

Witness Name: _____

Position/Title: _____

Witness Type: Governmental Non-governmental

Are you representing yourself or an organization? Self Organization

If you are representing an organization, please list what entity or entities you are representing:

FOR WITNESSES APPEARING IN A NON-GOVERNMENTAL CAPACITY

Please complete the following fields. If necessary, attach additional sheet(s) to provide more information.

Are you a fiduciary—including, but not limited to, a director, officer, advisor, or resident agent—of any organization or entity that has an interest in the subject matter of the hearing? If so, please list the name of the organization(s) or entities.

Please list any federal grants or contracts (including subgrants or subcontracts) related to the hearing's subject matter that you or the organization(s) you represent have received in the past thirty-six months from the date of the hearing. Include the source and amount of each grant or contract.

Please list any contracts, grants, or payments originating with a foreign government and related to the hearing's subject that you or the organization(s) you represent have received in the past thirty-six months from the date of the hearing. Include the amount and country of origin of each contract or payment.

Please complete the following fields. If necessary, attach additional sheet(s) to provide more information.

- I have attached a written statement of proposed testimony.
- I have attached my curriculum vitae or biography.

* Rule XI, clause 2(g)(5), of the U.S. House of Representatives provides:

(5)(A) Each committee shall, to the greatest extent practicable, require witnesses who appear before it to submit in advance written statements of proposed testimony and to limit their initial presentations to the committee to brief summaries thereof.

(B) In the case of a witness appearing in a non-governmental capacity, a written statement of proposed testimony shall include— (i) a curriculum vitae; (ii) a disclosure of any Federal grants or contracts, or contracts, grants, or payments originating with a foreign government, received during the past 36 months by the witness or by an entity represented by the witness and related to the subject matter of the hearing; and (iii) a disclosure of whether the witness is a fiduciary (including, but not limited to, a director, officer, advisor, or resident agent) of any organization or entity that has an interest in the subject matter of the hearing.

(C) The disclosure referred to in subdivision (B)(ii) shall include— (i) the amount and source of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) related to the subject matter of the hearing; and (ii) the amount and country of origin of any payment or contract related to the subject matter of the hearing originating with a foreign government.

(D) Such statements, with appropriate redactions to protect the privacy or security of the witness, shall be made publicly available in electronic form 24 hours before the witness appears to the extent practicable, but not later than one day after the witness appears.

False Statements Certification

Knowingly providing material false information to this committee/subcommittee, or knowingly concealing material information from this committee/subcommittee, is a crime (18 U.S.C. § 1001). This form will be made part of the hearing record.

Witness signature

Date