

January 2, 2024

The American Economic Association
2403 Sidney Street, Suite 260
Pittsburgh, PA 15203

Subject: Disclosure form for David Argente for the manuscript entitled “How do Entrants Build Market Share? The Role of Demand Frictions” joint with David Argente, Doireann Fitzgerald, and Anthony Priolo.

Dear Editor:

I declare that I have no relevant or material financial interest that relate to the research described in the paper entitled “How do Entrants Build Market Share? The Role of Demand Frictions.” The data used in the study is proprietary. In particular, the agreement with the Kilts Data Marketing Center, the provider of the Nielsen Retail Measurement Services (RMS) data, the Ad Intel database (ADI), the Nielsen Household Panel (HMS), and the Nielsen Promo Data involve a request for review of the findings prior to their release. The purpose of the review is to ensure that no confidential information is disclosed. Both the IRI-Symphony Data and the National Establishment Time Series (NETS) are also proprietary.

Sincerely,

Sara Moreira

Sara Moreira

Email: sara.moreira@kellogg.northwestern.edu

Address: Kellogg School of Management,
2211 Campus Drive, Evanston, IL 60208,