### Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis

The author has attempted to fill the gap in practical application of a game theory to rapidly emerging internet-based instruments of coopetition. The gap was clearly identified and was fulfilled with a validated model, designated to provide practical guidance for companies, engaging in coopetition.

### Structure and logic of the text flow

The structure of the thesis reflects the aim to provide a particular example and analysis of effects of coopetition in a defined market niche. Nevertheless, the theoretical review could have been more elaborated on the applicability of game theory methods to internet-based coopetition strategies and less descriptive on general concepts of game theory; further elaboration would have created a profound link with existent theoretical research and would serve as a logical background for the further practical part.

### Quality of analytical approach and quality of offered solution to the research objectives

In order to deliver tangible output, the author applies the agent-based modelling methodology to run the simulation, based on the market data. The choice of the approach was clearly justified and relevant limitations were outlined.

### Quality of data gathering and description
The data used for the research serves as a sufficient base for a realistic and statistically valid output. The model, used for the research, is clearly outlined and described, and simplifications, applied to the model, were based on meaningful assumptions.

**Scientific aspect of the thesis.**

The methodology and scientific background of the research fully match the aim of the thesis.

**Practical/applied nature of research.**

The research aims to provide practical evidence from the viewpoint of a classic game theory approach. The results can cater for not only scientific purposes, but also serve as a background for practical decision-making.

**Quality of thesis layout.**

Quality of thesis layout can be evaluated as adequate. However, the list of figures is missing, as well as the connection of appendices to the main body; the discussion part is included in conclusion, whereas logically it would have formed a dedicated chapter after the simulation results.

Master thesis of Maksim Shlegel meets the requirements of the Master in Management program, and according to the reviewer's opinion deserves a/an **"excellent B"** grade, thus the author can be given the desired degree.

Date 04/06/2016

Referee: Anastasia F. Koroleva, Key Account Manager at OOO Unilever Russia