



MERGER ANNOUNCEMENT

Proposed acquisition by Counterpoint Wholesale (Ireland) Limited of Knockton Limited and certain assets of the licensed wholesale business of East Coast Suppliers Limited

13 January 2017

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Counterpoint Wholesale (Ireland) Limited would acquire the entire issued share capital of Knockton Limited and certain assets of the licensed wholesale business of East Coast Suppliers Limited. The proposed transaction was notified under the Competition Act 2002 on 2 December 2016.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

Counterpoint Wholesale (Ireland) Limited, a private limited company incorporated and registered in the State, is active in the wholesale supply of packaged alcoholic and non-alcoholic beverages and snack products to on-trade outlets (e.g., public houses, restaurants, hotels, etc.) in the State. Counterpoint Wholesale (Ireland) Limited is wholly owned by Britvic Irish Holdings Limited which, in turn, is wholly owned by Britvic plc, a publicly traded company incorporated under the laws of England and Wales and listed on the London Stock Exchange. Britvic plc manufactures non-alcoholic beverages which it supplies to on-trade and off-trade (e.g., off licences, supermarkets, catering companies, etc.) outlets in the State.

East Coast Suppliers Limited and Knockton Limited, both incorporated and registered in the State and ultimately owned and controlled by Peadar McCaghey, are active in the wholesale supply of packaged and draught alcoholic and non-alcoholic beverages to on-trade and off-trade outlets, primarily in Leinster. East Coast Suppliers Limited and Knockton Limited do not own or manufacture any alcoholic or non-alcoholic beverages.