

## MERGER ANNOUNCEMENT - M/17/004

Competition and Consumer Protection Commission clears proposed acquisition by T Cummins and D Geoghegan (Primeline Group) of Shannon Transport Limerick (Johnson Brothers)

## 16 February 2017

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Tim Cummins and Daniel Geoghegan would acquire joint control of Shannon Transport Limerick Holdings Limited and its wholly-owned subsidiary Johnson Brothers Unlimited Company. The proposed transaction was notified under the Competition Act 2002, as amended, on 13 January 2017.

The Commission has formed the view that the proposed transaction will not be to substantially lessen competition in any market for goods or services in the State, and, accordingly, that the acquisition may be put into effect. 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

Tim Cummins and Daniel Geoghegan are the controlling shareholders in a portfolio of companies constituting the Primeline Group which provides: (i) logistics and (ii) sales and marketing services in the distribution sector. The Primeline Group has its head office in Ashbourne, Co. Meath and operates a total of 750,000 square feet of hi-bay warehousing in the State and the United Kingdom, with a transport fleet of more than 200 vehicles.

Johnson Brothers is a full service distributor located in Walkinstown, Dublin 12, providing brand owners with distribution services in the State, including sales (merchandising and new product promotions) and marketing. Johnson Brothers operates three business divisions, Jaymark (fast moving consumer goods), NGage (Procter & Gamble-branded products) and Prestige (fragrance and cosmetic products).

Shannon Transport Limerick was incorporated for the purposes of the transaction and holds no interest other than the entire issued share capital in Johnson Brothers.