



MERGER ANNOUNCEMENT - M/17/069

Proposed acquisition by Accenture Limited of sole control of the Rothco Group 25 January 2018

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Accenture Limited, an indirect subsidiary of Accenture plc, would acquire the entire issued share capital of Rothco Holdings Designated Activity Company and thus sole control of the Rothco Group, comprising two Irish-incorporated trading companies, namely Rothco Unlimited Company and Tadata Creative Unlimited Company. The proposed transaction was notified under the Competition Act 2002, as amended, on 15 December 2017.

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

Accenture Limited is an Irish-incorporated company. It is involved in the provision of management consultancy and professional services. It operates through five primary business streams: Accenture Strategy, Accenture Consultancy, Accenture Technology, Accenture Operations and Accenture Digital.

The Rothco Group is a Dublin-based creative agency, which provides a range of marketing, advertising, creative and strategy services.