



MERGER ANNOUNCEMENT - M/18/090

Competition and Consumer Protection Commission clears proposed acquisition by William Hill Holdings Limited of Mr Green & Co AB.

3 January 2019

On 3 January 2019, the Competition and Consumer Protection Commission (“the Commission”) cleared the proposed transaction whereby, William Hill Plc, through its wholly owned subsidiary William Hill Holdings Limited, would acquire the entire issued share capital of Mr Green & Co AB, which ultimately controls the Mr Green Group of companies. The proposed transaction was notified under the Competition Act 2002, as amended, on 26 November 2018.

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

William Hill, incorporated in the United Kingdom (“UK”), is a global betting and gaming company and is listed on the London Stock Exchange. William Hill provides online gambling products and gambling services globally (subject to certain exceptions, for example, to account for restrictions in place through local licensing regimes).

Mr Green & Co AB, which is incorporated in Sweden and is listed on the Nasdaq Nordic stock exchange, operates a range of online and mobile betting and gaming services under the *Redbet* and *Mr. Green* brand names, amongst others. It operates in the State and twelve other countries: Denmark, Finland, Norway, Sweden, Switzerland, the Netherlands, the United Kingdom, Germany, Italy, Malta, Latvia and Austria. MRG holds gaming licences in Denmark, Italy, Latvia, Malta and the UK, and a sportsbook licence in the State.