

# MERGER ANNOUNCEMENT - M/23/015 - BAUER / CERTAIN ASSETS OF SUNSHINE RADIO

---

## Section 21 of the Competition Act 2002

**Competition and Consumer Protection Commission clears proposed acquisition by Bauer Media Audio LP, acting by its partner Bauer Media Audio Limited, of sole control of certain assets from Virginia Murfin, that comprise the business known as Sunshine Radio.**

**09 May 2023**

---

Today, the Competition and Consumer Protection Commission has cleared the proposed notification of a proposed acquisition of certain assets from Virginia Murfin, the sole shareholder of Sunshine FM Limited and Norgate Limited, that comprise the business known as Sunshine Radio, by Bauer Media Audio LP, acting by its partner Bauer Media Audio Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 21 April 2023.

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**

Bauer Media Audio LP, acting by its general partner, Bauer Media Audio Limited, are both registered and domiciled in the UK. Bauer Group is the ultimate parent of Bauer Media Audio LP and Bauer Media Audio Limited. Bauer Group is a privately-owned Germany company which operates a number of media-related operations in 13 countries, including Ireland, and reaches 200 million customers worldwide.

Sunshine Radio operates the channel Sunshine Radio, which is licensed by Ofcom, and operates a service on two UK local FM radio licenses: (i) Herefordshire & Monmouthshire licence held by Sunshine FM Ltd (FM); and (ii) South Shropshire licence held by Norgate Ltd (AM and FM). Sunshine Radio assets are held by two companies, with a single shareholder, Virginia Murfin.