

MERGER ANNOUNCEMENT M/23/046 – WESTCOAST HOLDINGS / BINNIAN LIMITED

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition of Binnian Limited by Westcoast (Holdings) Limited

13 September 2023

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Westcoast (Holdings) Limited would acquire, and thus have sole control of, Binnian Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 25 August 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

Westcoast (Holdings) Limited is a wholly owned subsidiary of Westcoast Group Holdings Limited. The principal activity of the Westcoast group of companies is the provision of IT equipment and related services. They distribute technology products and services from IT brands such as HP, HPE, Microsoft, Juniper, Lenovo, Apple, Samsung etc, to a broad range of resellers, retailers, e-tailers, web-shops, cloud service providers, MSP's, cyber security specialists, system integrators, contract printers and datacentres predominantly in the UK and mainland Europe.

In the State, Westcoast (Holdings) Limited is primarily active and generates the majority of its sales via its Irish incorporated subsidiary Clarity Computer (Distribution) Limited (“Clarity”), which is active in the wholesale distribution of IT products to resellers who then typically sell to business end users in the State. This includes personal computers and mobile devices; servers; storage products; security, network and cloud computer solutions; PC peripherals; printers and printing supplies; and communications solutions.

Binnian Limited is active as a reseller of IT products and ICT solutions and services provider offering a comprehensive range of technology and service offerings to a wide range of private and public sector organisations.

In the State, Binnian Limited supplies Brother, Cannon, Epson, Aruba, HP, HPE, Microsoft, Sophos, Veeam, VMware and Cisco products and services to customers in the State to include the following categories: cloud services; ICT support and managed services; network storage and virtualisation, personal systems; continuity, backup and security; enterprise resource planning (ERP)/business management apps; print & IT supplies; and print & document solutions.