



## DETERMINATION OF MERGER NOTIFICATION M/23/046 – WESTCOAST HOLDINGS / BINNIAN LIMITED

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### Section 21 of the Competition Act 2002

**Proposed acquisition by Westcoast (Holdings) Limited of sole control of Binnian Limited has been notified to the Competition and Consumer Protection Commission**

**Dated 13 September 2023**

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1. On 25 August 2023, in accordance with section 18(1)(a) of the Competition Act 2002, as amended (the “Act”), the Competition and Consumer Protection Commission received a notification of a proposed acquisition whereby Westcoast (Holdings) Limited (“Westcoast Holdings”) will acquire sole control of Binnian Limited.
2. The Proposed Transaction will be implemented by means of a share purchase agreement (“SPA”) entered into by Westcoast Holdings and the shareholders of Binnian Limited dated 18 August 2023.
3. The notifying parties are involved in the following business activities:
  - **Westcoast Holdings:** Westcoast Holdings is a subsidiary of Westcoast Group Holdings Limited (“Westcoast Group”), which is an international wholesale distributor of information technology (“IT”) and telecommunications software and hardware products, consumer electronics and a provider of ancillary business, logistics and marketing services. 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, managed service provider's, cyber security specialists, system integrators, contract printers and datacentres predominantly in the UK and mainland Europe.

- In the State, Westcoast Holdings is primarily active and generates the majority of its sales via its Irish incorporated subsidiary Clarity Computer (Distribution) Limited ("Clarity"). Clarity 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:** Binnian Limited is active as a reseller of IT products and an ICT solutions and services provider, offering a comprehensive range of technology and service offerings to a wide range of private and public sector organisations. Binnian Limited has three subsidiaries incorporated in the State, namely Datapac Limited, Datapac Business Solutions Limited and Datapac (N.I.) Unlimited Company (referred to collectively as "Datapac") and operates from premises in Dublin and Wexford. Only Datapac Limited and Datapac Business Solutions Limited generate turnover in the State, whereas Datapac (NI) Unlimited Company's sales are generated exclusively in Northern Ireland and elsewhere in the United Kingdom.
- 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.

4. After examination of the notification, the Commission has concluded that the Proposed Transaction falls within the scope of paragraph 2.1(b) of the Simplified Merger Notification Procedure Guidelines for assessing certain notifiable mergers or acquisitions under section 18(1)(a) of the Act as, while Westcoast Holdings is active in a market which is upstream to another market in which Binnian Limited is active, the market share of each of the undertakings involved in each market is less than 25%.
5. In the light of this, the Commission considers that the Proposed Transaction will not substantially lessen competition in any market for goods or services in the State.

#### **Ancillary restraints**

6. No ancillary restraints were notified.



### **Determination**

The Competition and Consumer Protection Commission, in accordance with section 21(2)(a) of the Competition Act 2002, as amended, has determined that, in its opinion, the result of the proposed acquisition, whereby Westcoast (Holdings) Limited will acquire sole control of Binnian Limited, 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.

For the Competition and Consumer Protection Commission

**Ibrahim Bah**  
**Director**  
**Competition Enforcement and Mergers Division**  
**Competition and Consumer Protection Commission**