

MERGER ANNOUNCEMENT M/25/012 – WIENERBERGER/MFP

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears the proposed acquisition by Wienerberger AG through its subsidiary Cherry Blossom Avenue Limited of sole control of MFP Sales Limited and certain assets of MFP Plastics Limited.

27 March 2025

The Competition and Consumer Protection Commission has cleared the proposed transaction whereby Wienerberger AG, through two subsidiaries,¹ would acquire the entire issued share capital, thus sole control, of MFP Sales Limited and certain assets of MFP Plastics Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 14 February 2025.

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

Wienerberger AG and its subsidiary, Cherry Blossom Avenue Limited, are suppliers of building materials and infrastructure solutions. Wienerberger AG is headquartered in Vienna and has business activities in 28 countries, in the State it mainly operates through its wholly-owned indirect subsidiary, Pipelife Ireland Solutions Limited.

MFP Sales Limited and MFP Plastics Limited are both private limited companies registered in the State involved in the sale and trade of building products. The key products of MFP Sales Limited and of certain assets of MFP Plastics Limited are sewage and drainage pipes, cable ducting pipes, roofline and rainwater products.

¹ Cherry Blossom Avenue Limited (“Cherry Blossom”), a subsidiary of Wienerberger, will acquire the entire issued share capital, and thus sole control, of MFP Sales. Pipelife Ireland Solutions Limited (“Pipelife”), a wholly-owned indirect subsidiary of Wienerberger, will acquire certain assets of MFP Plastics.