



DETERMINATION OF MERGER NOTIFICATION M/25/020 DCC/RICHARD BITTNER

Section 21 of the Competition Act 2002

Proposed acquisition by DCC plc, through its indirect subsidiary HBI Health & Beauty Innovations Limited, of sole control of Richard Bittner AG.

Dated 28 March 2025

Introduction

1. On 12 March 2025, in accordance with s18(1)(a) of the Competition Act 2002, as amended (the “Act”), the Competition and Consumer Protection Commission (the “Commission”) received a notification of a proposed acquisition whereby HBI Health & Beauty Innovations Limited (“HBI”), an indirect subsidiary of DCC plc (“DCC”) would acquire sole control of Richard Bittner AG (“Richard Bittner”) (the “Proposed Transaction”). DCC, HBI and Richard Bittner are collectively referred to as the Parties.

The Proposed Transaction

2. The Proposed Transaction is to be implemented pursuant to a Sale and Purchase Agreement dated 10 March 2025 between Omega Pharma GmbH (the “Seller”)¹ and HBI (the “Purchaser”) (the “SPA”). Pursuant to the SPA, the Purchaser will acquire the entire issued share capital and, thus, sole control of Richard Bittner.
3. The business activities of the undertakings involved are:

- ***The Purchaser – DCC/HBI***
 - **DCC** is an international sales, marketing, distribution and business support services group. It operates across three divisions: Energy, Technology and Healthcare. It has a business presence in 22 countries, most prominently in

¹ Omega Pharma GmbH is another indirect subsidiary of Perrigo Company plc and is also incorporated in Austria. Omega Pharma GmbH is the sole shareholder in the Target.



the State, the United Kingdom ("UK"), France, Germany and Switzerland, and sells into approximately 120 countries.

- **HBI** is a wholly-owned indirect subsidiary of DCC plc. HBI is part of DCC's Healthcare division, which along with its patient health business, DCC Vital, are the two main branches within the division. HBI business unit is a consumer health business that develops and manufactures nutritional supplements and beauty products in partnership with brand owners.

- ***The Target – Richard Bittner:***

- **Richard Bittner** is a wholly-owned indirect subsidiary of Perrigo Company plc. Richard Bittner is a contract development and manufacturing organisation ("CDMO"), producing food supplements, medical devices and pharmaceuticals based in Feldkirchen, Austria.

4. After examination of the notification, the Commission has concluded that the Proposed Transaction falls within the scope of paragraph 2.1 of the Simplified Merger Notification Procedure Guidelines ("SMNPG") for assessing certain notifiable mergers or acquisitions under section 18 of the Act since:

- two or more of the undertakings involved in the merger/acquisition are active in the same product and geographic market, but their combined market share is less than 15%;² and,
- one or more undertakings involved in the merger/acquisition are active in any market(s) which is upstream or downstream to a market(s) in which another undertaking involved is active, but the market share of each in each market is less than 25%.

5. Additionally, none of the exclusions stipulated in paragraphs 2.8 to 2.15 of the SMNPG apply to the Proposed Transaction.

6. In 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.

² The Commission's Simplified Merger Notification Procedure Guidelines can be found [here](#).



Ancillary Restraints

7. 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 DCC plc, through its indirect subsidiary, HBI Health & Beauty Innovations Limited, will acquire sole control of Richard Bittner AG, 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

Alan Scarlett
Acting Director
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Competition and Consumer Protection Commission