

MERGER ANNOUNCEMENT M/25/021 –

ASSUREDPARTNERS/CITY FINANCIAL MARKETING GROUP LIMITED

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition by AssuredPartners AP Ireland Limited of the entire issued share capital of City Financial Marketing Group Limited

23 April 2025

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby AssuredPartners AP Ireland Limited, a subsidiary of AssuredPartners Capital, Inc., would acquire the entire issued share capital of City Financial Marketing Group Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 12 March 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

AssuredPartners Capital, Inc is an insurance brokerage firm active in both personal and commercial lines operating in the US, UK and in Ireland.

City Financial Marketing Group Limited is an Irish-incorporated insurance brokerage business headquartered in Dublin with an additional office in Cavan. CFM predominantly focuses on the distribution of non-life personal and commercial insurance products.