

MERGER ANNOUNCEMENT M/25/041 – WATERLAND/ EEW ELECTRICAL SUPPLIES

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition by Waterland Private Equity Investments B.V., through its subsidiary Project Finn Bidco Limited, of sole control of EEW Electrical Supplies Limited.

Dated 21 July 2025

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Waterland Private Equity Investments B.V., through its solely controlled company, Project Finn Bidco Limited, would acquire sole control of EEW Electrical Supplies Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 4 July 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

Waterland Private Equity Investments B.V. is an alternative investment fund manager regulated by the Netherlands Authority for Financial Markets. Waterland owns a number of portfolio companies in a range of areas, including sustainability, ageing population, outsourcing and digitalisation, and leisure and luxury. Waterland Private Equity Investments B.V. ultimately controls Project Finn Bidco Limited which, through its subsidiaries, Bellew Electrical Wholesale Limited, Bellew Electrical Limited, Westco Electrical Limited, and Cable and Accessories (Northern Ireland) Limited is active in the wholesale supply of electrical goods to professionals (such as electrical contractors) in the State and Northern Ireland. EESL is a newly formed electrical goods and heating & plumbing supplies wholesaler which operates 11 customer-facing outlets in the State. The business carried on by EESL was previously operated by EEW Limited and Byrnes Electrical Wholesaling Limited.