

The Autorité clears takeover of BP Holding, owner of the bricoprive.com website, by ITM Entreprises

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On 24 August 2020, Compagnie de Distribution Européenne notified the Autorité de la concurrence of its plan to acquire sole control of BP Holding.

Parties to the transaction

Compagnie de Distribution Européenne is a wholly-owned subsidiary of ITM Entreprises, which distributes do-it-yourself products in stores and online under the Bricomarché, Bricorama, Brico Cash and Batkor banners.

BP Holding is the parent company of Brico Privé, a seller of DIY products online.

The proposed transaction is not likely to harm competition

The *Autorité* analysed the market power of the new entity following the transaction.

In view of the parties' limited position in the relevant markets, the *Autorité* considered that the transaction was not likely to harm competition.

The *Autorité* therefore cleared the transaction without conditions.

- ***The full text of decision 20-DCC-130 du 18 septembre 2020 will be published on the website of the Autorité de la concurrence shortly.***

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