



## MERGER ANNOUNCEMENT

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### Proposed acquisition by BoyleSports Unlimited Company of sole control of certain assets and related goodwill of Finbam Leisure Limited

10 February 2017

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The Competition and Consumer Protection Commission has cleared the proposed transaction whereby BoyleSports Unlimited Company would acquire sole control of certain assets and related goodwill of Finbam Leisure Limited, including nine licensed betting offices operating under the “*Bambury Bookmakers*” brand located in counties Dublin, Kildare and Meath. The proposed transaction was notified under the Competition Act 2002 on 12 January 2017.

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**

BoyleSports Unlimited Company is a multi-channel betting and gaming company that offers betting, casino games, poker and bingo to consumers through the internet, by telephone and in 206 licensed betting offices located in the State. BoyleSports Unlimited Company provides online interactive betting and gaming services through the following websites: boylesports.com, boylebingo.com, boylecasino.com, boylegames.com, boylelotto.com, boylepoker.com and boylevegas.com. BoyleSports Unlimited Company provides telephone betting services through Fon-A-Bet, a freephone 24-hour phone betting service.

The target businesses comprise nine licensed betting offices (all trading as *Bambury Bookmakers*) in the following locations in the State: (1) Unit 3, Lusk Town Centre, Lusk, Co. Dublin; (2) Unit 3, Boroimhe Shopping Centre, Swords, Co. Dublin; (3) Unit 5, Griffeen Shopping Centre, Lucan, Co. Dublin; (4) Main Street, Clane, Co. Kildare; (5) Adjacent to The Parade Ring Pub, South Main Street, Clane, Co. Kildare; (6) Main Street, Sallins, Co. Kildare; (7) Littlepace Shopping Centre, Clonee, Co. Meath; (8) Adjacent to Kelly’s Pub, Main Street, Ashbourne, Co. Meath; and (9) Adjacent to The Stags Head Pub, Ashbourne, Co. Meath.