



DETERMINATION OF MERGER NOTIFICATION M/06/068 – PCP ONE LIMITED/ ODOKO LIMITED

Section 21 of the Competition Act 2002

Proposed acquisition by Bernard Somers, John Quinn, Bernard McNamara, Terence Sweeny, David Courtney, Bernard Doyle, and Jerry O'Reilly (acting through PCP ONE Limited) of Odoko Limited (Champion Sports Limited)

Dated 12/10/06

Introduction

1. On 25 September 2006, the Competition Authority ("the Authority"), in accordance with Section 18 (1) (a) of the Competition Act, 2002 ("the Act") was notified, on a mandatory basis, of a proposal whereby Bernard Somers, John Quinn, Bernard McNamara, Terence Sweeny, David Courtney, Bernard Doyle, and Jerry O'Reilly (acting through PCP ONE Limited) would acquire sole control of the whole of Odoko Limited.
2. Odoko Limited is a company that owns the business formerly operated by Champion Sports (IRL) Limited, the Champion Sports Limited Partnership and Champion Sports Group Limited. Odoko Limited is currently in the process of changing its name to Champion Sports Ireland Limited ("Champion Sports").

The Undertakings Involved

3. PCP ONE Limited ("PCP ONE"), the acquirer, is a private limited company being used to execute the acquisition. PCP ONE is jointly controlled by the purchasers; Bernard Somers, John Quinn, Bernard McNamara, Terrance Sweeny, David Courtney, Bernard Doyle, and Jerry O'Reilly.
4. PCP ONE did not have any turnover in the State in the most recent financial year. However, at least one of the purchasers controls undertakings which achieved aggregate turnover of €40 million in the State in the most recent financial year. PCP ONE does not supply any goods or services. None of the purchasers or companies controlled by the purchasers is active in the same sector as the target.
5. The principal activity of Champion Sports, the target, is retailing branded leisurewear and footwear and sports goods and equipment. Champion Sports comprises 16 stores in the State and one store in Northern Ireland.
6. In the financial year ending 31 December 2005, the Champion Sports business achieved sales in the State of approximately [greater than €40 million].

Analysis

7. PCP ONE is not currently active in the supply of goods and services in the State. None of the purchasers or companies controlled by the purchasers are active in the sportswear and equipment sector and therefore do not overlap in any way with the activities of the target.¹

Determination

The Competition Authority, in accordance with Section 21(2) of the Competition Act, 2002, has determined that, in its opinion, the result of the proposed acquisition by Bernard Somers, John Quinn, Bernard McNamara, Terence Sweeny, David Courtney, Bernard Doyle, and Jerry O'Reilly (acting through PCP ONE Limited) of control of the whole of Odoko Limited will not be to substantially lessen competition in markets for goods and services in the State and, accordingly, that the acquisition may be put into effect.

For the Competition Authority

Dr. Paul K. Gorecki
Member of the Competition Authority

¹ Some of the purchasers control an investment vehicle, Select Retail Holdings (SRH), which acquired Superquinn in 2005. Superquinn is active in the groceries sector offering a range of branded and own-branded grocery items and is not active in retail of sporting leisurewear footwear or equipment. See Competition Authority Determination M/05/001, *Select Retail Holdings/ Tokad Company*, dated 9 February 2005 for further details.