



MERGER ANNOUNCEMENT

Competition and Consumer Protection Commission clears proposed acquisition by Posterscope Ireland Limited of sole control of each of Poster Management Ireland Limited and Poster Management (N.I.) Limited.

22 December 2015

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Posterscope Ireland Limited would acquire sole control of each of Poster Management Ireland Limited and Poster Management (N.I.) Limited. The proposed transaction was notified under the Competition Act 2002 on 13 November 2015.

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

Posterscope Ireland, a private limited company, is a wholly owned non-trading subsidiary of Dentsu. Dentsu, headquartered in London, is a leading global media and digital communications group employing 23,000 people in 110 countries worldwide. In the State, Dentsu operates four brands employing 130 staff:

- Carat, an independent media planning and buying specialist active in digital and non-traditional media solutions.
- iProspect, a digital performance network providing campaign management processes and campaign strategies for advertisers.
- Isobar, which supplies creative solutions to a wide spectrum of customers using in-house creative and development teams.
- Vizeum, an integrated media and communications buying agency that uses the creative power of media to connect brands and consumers.

Poster Management Ireland Limited and Poster Management (N.I.) Limited are specialists in the provision of out of home (“OOH”) communications services and are active in the planning and execution of OOH advertising campaigns throughout the island of Ireland. Poster Management IRL, established in 1992, is a private limited company registered in Ireland with its offices located in Dublin. It is one of the leading OOH specialists in the State and is active in all aspects of the planning and buying of out of home media on behalf of media agencies, media independents, advertising agencies and advertisers. Poster Management NI, which was established in 1998 to cater for clients in the island of Ireland and the UK, is based in Belfast and offers the same range of expertise and services as Poster Management IRL.