

Acquisition of Mobile Vikings by Proximus

The Competition College of the Belgian Competition Authority (BCA) has approved on 31 May 2021 the acquisition of Mobile Vikings NV by Proximus NV with a partial transfer of the brand 'JIM'.

The concentration primarily concerns the retail market for mobile telephony services.

The College has investigated in particular whether this concentration threatens to lead to price increases for consumers. On the basis of a thorough economic analysis presented by the Prosecution and Investigation Service, the College decided that this was not plausible.

The College has decided with the competition prosecutor that the concentration does not threaten to have any consequences that would prevent approval.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)