

The Belgian Competition Authority approves the acquisition of Petserco SA (“Tom&Co”) by Verlinvest SA

On 8 July 2022, the Belgian Competition Authority (BCA) approved the acquisition of Petserco SA by Verlinvest SA.

The merger was notified on 24 June 2022. The application of the simplified procedure was requested.

Petserco, operating under the brand name Tom&Co, is a company active in the wholesale and retail of pet food, accessories and items for pets in Belgium, France and Luxembourg. Tom&Co's offer consists of pet food and products of both the Tom&Co brand, and brands of third party suppliers. In addition, it offers various pet services such as grooming. These products are sold to end customers through specialized shops and an online webshop. To this end, Tom&Co has its own shops in Belgium and operates a franchise network.

Verlinvest is a Belgian diversified investment company whose main activity is to make global investments in various sectors (such as consumer goods, food and beverages, hospitality, retail, digital and media). It is a subsidiary of Vedihold, a holding company which, alongside Verlinvest, also exercises sole control over Cobepa. Verlinvest has only a limited number of controlled portfolio companies active in Belgium. The portfolio companies concerned are active in the service sector and in the consumer goods sector. Verlinvest and its portfolio companies do not carry out activities in Belgium that overlap or are related to the Tom&Co activities. The same applies to Cobepa and its controlled portfolio companies, which are active in Belgium only in the services sector, in industrial production and in biopharmaceuticals.

In its decision of 8 July 2022, the BCA finds that the conditions for the application of the simplified procedure are met and that the notified concentration does not give rise to any objections.

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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)