

The Belgian Competition Authority approves the acquisition of Mestdagh by Intermarché

On 9 November 2022, the Competition College of the Belgian Competition Authority (BCA) has approved the acquisition of sole control of Mestdagh by ITM AB.

ITM AB (Intermarché) and Mestdagh are both active in the retail distribution of daily consumer goods, mainly food, in supermarkets.

ITM AB has 77 outlets, in Belgium only, under the "Intermarché" banner and Mestdagh currently operates 89 outlets under the "Market" and "Express" banners of Carrefour under a franchise agreement concluded between Mestdagh and Carrefour Belgium. This franchise agreement has been terminated by Mestdagh in December 2021.

As this transaction has a European dimension, it was notified to the European Commission and then referred to the BCA.

The Prosecution and Investigation Service of the BCA, in close cooperation with industry players, carried out an in-depth analysis of the competitive situation resulting from this merger in a large number of local markets, taking into account the distance between the sales outlets of the various brands.

The College found, together with the auditor, that the merger does not pose any serious risks of significant competition problems.

For more information you may contact:

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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)