



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ



ΕΠΙΤΡΟΠΗ ΠΡΟΣΤΑΣΙΑΣ
ΤΟΥ ΑΝΤΑΓΩΝΙΣΜΟΥ

Decision CPC: 2/2019

Case Number 8.13.018.32

**THE CONTROL OF CONCENTRATIONS BETWEEN ENTERPRISES LAW
No. 83(I)/2014**

**Notification of a concentration concerning the acquisition of the share capital of Holiday
Taxis Group Ltd by Hotelbeds Group, via Trina Group Ltd**

Commission for the Protection of Competition:

Mrs. Loukia Christodoulou,	Chairperson
Mr. Andreas Karidis,	Member
Mr. Panayiotis Ousta	Member
Mr. Aristos Aristeidou Palouzas	Member
Mr. Polinikis-Panagiotis Charalambides,	Member

Date of decision: 14/01/2019

SUMMARY OF THE DECISION

On the 30/11/2018, the Commission for the Protection of Competition (hereinafter the “Commission”) received on behalf of Hotelbeds Group, a notification of a proposed concentration. The notification was filed according to Section 10 of the Control of Concentrations between Enterprises Law 83(I)/14 (hereinafter the “Law”).

The notification concerns a concentration, according to which, the Hotelbeds Group (hereinafter with the parent enterprise of the group HBG Limited, the “HBG”), via Trina Group Ltd, will acquire the share capital of Holiday Taxis Group Ltd (hereinafter the “HTG”).

HBG Limited is the parent enterprise of The Hotelbeds Group, which is a travel-related service provider. HBG Limited is a company duly registered under the laws of Spain and is jointly controlled by Fifth Cinven Fund that is managed by Cinven Capital Management (V) General Partner Limited, which is part of Cinven group, and by Canada Pension Plan Investment Board. The main activities of HBG Limited are the intermediation for travel-related services (business-to-business) (hereinafter «B2B») and also business-to-consumer (hereinafter «B2C»).

Trina Group Limited that acts as the acquirer in the current transaction, is a holding company with a number of and is indirectly a subsidiary of HBG Limited.

Holiday Taxis Group Ltd is a business platform that works in the field of pre-booked ground transportation and acts as an intermediary in the provision of global transport solutions. This platform connects a fully fragmented network of ground-based transportation providers across the world.

The concentration is based on the Agreement for the Sale and Purchase of the Entire Issued Share Capital of Holiday Taxis Group Limited dated 13/11/2018 (hereinafter the "Agreement"). According to the Agreement, the HBG will acquire 100% of the share capital of HTG, via Trina Group Limited.

The Commission, taking into account the facts of the concentration, has concluded that this transaction constitutes a concentration within the meaning of section 6 (1)(a)(ii) of the Law, since it leads to a permanent change of control of the target.

Furthermore, based on the information contained in the notification, the Commission found that the criteria set by section 3 (2) (a) of the Law were satisfied and therefore the notified concentration was of major importance falling within the scope of the Law.

The relevant product market in this case was defined as (1) the provision of DMS intermediation services and (2) provision of intermediation services for hotel accommodation a) for B2B and b) for B2C. For the purposes of the present case, the geographic market was defined as the Republic of Cyprus.

According to the notification, there is a horizontal overlap in the activities of the companies participating in the concentration in the market of the provision of DMS intermediation services in Cyprus and their joint market share is less than 15%.

There is no any vertical relationship between the activities of the enterprises in Cyprus.

Also the markets of provision of DMS intermediation services and the provision of intermediation services for hotel accommodation are related markets. The market share of HBG in the provision of intermediation services for B2B hotel accommodation in 2017, according to the notification, was less than 25%, in the market. HBG has minor presence in the market of intermediation for B2C hotel accommodation in Cyprus which was less than 25%, in 2017.

Based on the above, there is no affected market according to Schedule I of the Law.

The Commission, on the basis of the factual and legal circumstances, unanimously decided that this concentration does not create or strengthen a dominant position as there is no affected market and therefore the concentration does not raise serious doubts as to its compatibility with the operation of the competition in the market.

Therefore, the Commission, acting in accordance with section 22 of the Law, unanimously decided not to oppose the notified concentration and declare it as being compatible with the operation of the competition in the market.

Loukia Christodoulou

Chairperson of the Commission for the Protection of Competition