



Decision CPC: 18/2019

Case number: 8.13.019.17

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

**Notification of concentration concerning the acquisition by The Blackstone
Group LP of assets that belong to Murka Ltd and Murka Entertainment Ltd**

Commission for the Protection of Competition:

Mrs Loukia Christodoulou	Chairperson
Mr. Andreas Karydis	Member
Mr. Panayiotis Oystas	Member
Mr. Polynikis Panayiotis Charalambides	Member

Date of Decision: 23 March 2019

SUMMARY OF THE DECISION

On 8/3/2019 the Commission for the Protection of Competition (hereinafter the 'Commission') received on behalf of The Blackstone Group LP (hereinafter "Blackstone") a notification of a proposed concentration.

According to the said notification investment funds which are consulted by affiliated companies of Blackstone are to acquire assets which belong to Murka Ltd and Murka Entertainment Ltd (hereinafter referred to as 'Target'), via Tribe Cyprus Bidco Ltd.

The enterprises involved in this transaction are the following:

1. Blackstone which is listed on the New York Stock Exchange and is a global alternative asset manager. Each company in Blackstone's investment portfolio is subject to separate management and funding and each has different investors (although investors in the different Blackstone investment funds may overlap.)

2. Tribe Cyprus Bidco Ltd, which is a special purpose vehicle set up for the purpose of this merger and controlled by Blackstone.
3. The target in this merger that consists of assets which belong to the companies Murka Ltd and Murka Entertainment Ltd in relation to online social casino games, which can be played through a web browser on a computer or on mobile phones.

The transaction is based on an Asset Purchase Agreement dated 7 March 2017 (hereinafter the 'Agreement') between Murka Ltd and Murka Entertainment Ltd as the Seller and Tribe Cyprus Bidco Limited and LLC Tribe Ukraine Operations Bidco as the purchaser.

Under the terms of the Agreement, Blackstone will acquire through Bidco all the significant assets of Murka Ltd and Murka Entertainment Ltd.

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) were satisfied and therefore the notified transaction was of major importance under the Law.

The Commission concluded that for the purpose of evaluating this merger the market for social online casino gaming is defined as the relevant product/service market. The territory of the Republic of Cyprus has been defined as a geographic market for the relevant product/service market.

According to the enterprises involved, there are no horizontal overlaps or vertical relationships in the activities of the parties in Cyprus. Only the target is active in the relevant market in the Republic.

Considering the above the Commission concluded that there is no affected market based on Annex 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 acting in accordance with Article 22 of the Law, the Commission unanimously decides not to oppose the notified concentration and declares it compatible with the functioning of the competition in the market.

Loukia Christodoulou
Chairperson of the Commission for the Protection of Competition