



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ



ΕΠΙΤΡΟΠΗ ΠΡΟΣΤΑΣΙΑΣ
ΤΟΥ ΑΝΤΑΓΩΝΙΣΜΟΥ

Decision CPC: 15/2019

Case Number 8.13.019.12

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

Notification of a concentration concerning the acquisition of the share capital of Natural Log Ltd by Google LLC

Commission for the Protection of Competition:

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

Date of decision: 18/3/2019

SUMMARY OF THE DECISION

On the 26/2/2019, the Commission for the Protection of Competition (hereinafter the “Commission”) received on behalf of Google LLC (hereinafter “Google”), 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, Google will acquire the share capital of Natural Log Ltd (hereinafter the “Target”).

Google LLC is a company duly registered under the laws of Delaware of United States and its main activities are related to the technology sector, specializing in services and products which are based on internet, including technologies of advertisement, research, cloud computing, software and hardware.

Natural Log Ltd is a company duly registered under the laws of Israel and is active in the development of real-time data platform for the creation of data lines and applications, utilizing data from web and mobile applications, back-end servers, connected devices and the Internet of Things.

The concentration is based on the Share Purchase Agreement dated 14/2/2018 (hereinafter the "Agreement") among Google, Natural Log, shareholders of Natural Log and Shareholders Representative Services LLC.

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 (a) the market of public clouds services infrastructure-as-a-service and (b) the market of data pipeline services of extract, transform and Load. For the purposes of the present case, the geographic market was defined as the Republic of Cyprus.

There is no horizontal overlap or vertical relationship between the activities of the enterprises involved.

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