

# The Autorité clears takeover of BP Holding, owner of the bricoprive.com website, by ITM Entreprises

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On 24 August 2020, Compagnie de Distribution Européenne notified the Autorité de la concurrence of its plan to acquire sole control of BP Holding.

## Parties to the transaction

Compagnie de Distribution Européenne is a wholly-owned subsidiary of ITM Entreprises, which distributes do-it-yourself products in stores and online under the Bricomarché, Bricorama, Brico Cash and Batkor banners.

BP Holding is the parent company of Brico Privé, a seller of DIY products online.

## The proposed transaction is not likely to harm competition

The *Autorité* analysed the market power of the new entity following the transaction.

In view of the parties' limited position in the relevant markets, the *Autorité* considered that the transaction was not likely to harm competition.

The *Autorité* therefore cleared the transaction without conditions.

- ***The full text of decision 20-DCC-130 du 18 septembre 2020 will be published on the website of the Autorité de la concurrence shortly.***

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