



# DETERMINATION OF MERGER NOTIFICATION M/24/028 – IVC EVIDENSIA (INDEPENDENT VETCARE)/TULLAMORE PET HOSPITAL

---

## Section 21 of the Competition Act 2002

### Proposed acquisition by Independent Vetcare Ireland Limited of sole control of Tullamore Pet Hospital

Dated 23 May 2024

---

1. On 3 May 2024, in accordance with s18(3) of the Competition Act 2002, as amended (the “Act”), the Competition and Consumer Protection Commission (the “Commission”) received a notification of a proposed acquisition whereby Independent Vetcare Ireland Limited (“IVI”), which trades in the State as *IVC Evidensia Ireland* and is a wholly-owned subsidiary of the IVC Evidensia group of companies (“IVCE”), would acquire sole control of Tullamore Pet Hospital (“TPH”) (the “Proposed Transaction”).<sup>1</sup>
2. The Proposed Transaction is to be implemented by way of an agreement relating to the sale and purchase of the business and assets of TPH, dated 11 April 2024, between IVI and Derek Ryan (the “Transaction Agreement”).<sup>2</sup> Pursuant to the Transaction Agreement, IVI will acquire sole control of TPH.
3. The parties are involved in the following business activities:

#### *The Acquirer - IVI*

- IVI’s portfolio comprises [...] veterinary practices, operating from [...] sites dispersed throughout the State.
- IVI is a wholly owned subsidiary of IVC Acquisitions Limited, part of the IVCE group of companies. IVCE is a global veterinary care provider, headquartered in the UK, and operating across 20 countries worldwide.

---

<sup>1</sup> IVI and Tullamore Pet Company are referred to collectively in this determination as the “Parties”.

<sup>2</sup> In the Transaction Agreement, Derek Ryan is referred to as the “Seller”.



- IVCE states in the merger notification form that it provides veterinary practices in its network with the following support:
  - central functions, such as accounts, HR, compliance, and training, including continual professional development and advice on best practice;
  - helping with resourcing, including locums, and staff recruitment/retention;
  - area support where it is needed, by being able to share resources across practices;
  - investing in (a) the latest animal care techniques and technology; and (b) practice management systems to improve the customer experience; and
  - promoting sustainability and charitable initiatives.

#### *The Target – TPH*

- TPH is an independent veterinary practice, located in Tullamore Co. Offaly. The practice comprises five veterinary practitioners operating from one facility based on Arden Road, Tullamore.
- TPH provides a range of local veterinary services, focused on small/companion animal care, to customers based in the Tullamore area.

4. After examination of the notification, the Commission has concluded that the Proposed Transaction falls within the scope of paragraph 2.1 of the Simplified Merger Notification Procedure Guidelines for assessing certain notifiable mergers or acquisitions under section 18(1)(a) of the Act since:

- two or more of the undertakings involved in the merger/acquisition are active in the same product and geographic market, but their combined market share is less than 15%.<sup>3</sup>

---

<sup>3</sup> The Commission's Simplified Merger Notification Procedure Guidelines can be found [here](#).



5. In the light of this, the Commission considers that the Proposed Transaction will not substantially lessen competition in any market for goods or services in the State.

#### **Ancillary Restraints**

6. No ancillary restraints were notified.

#### **Determination**

The Competition and Consumer Protection Commission, in accordance with section 21(2)(a) of the Competition Act 2002, as amended, has determined that, in its opinion, the result of the proposed acquisition, whereby Independent Vetcare Ireland Limited, a wholly-owned subsidiary of the IVC Evidensia group of companies, would acquire sole control of Tullamore Pet Hospital will not be to substantially lessen competition in any market for goods or services in the State, and, accordingly, that the acquisition may be put into effect.

For the Competition and Consumer Protection Commission

**Ibrahim Bah**

**Director**

**Competition Enforcement and Mergers Division**