



MERGER ANNOUNCEMENT - M/18/084

Competition and Consumer Protection Commission clears proposed acquisition by Endless LLP, through its subsidiary American Golf (Trading) Limited, of the business and certain assets of American Golf Discount Centre Limited (in Administration) and SW Golf Limited (in Administration).

21 November 2018

On 21 November 2018, the Competition and Consumer Protection Commission cleared the proposed acquisition by Endless LLP (“Endless”), through its subsidiary American Golf (Trading) Limited (“AGTL”), of the business and certain assets of American Golf Discount Centre Limited (in Administration) (“American Golf”) and SW Golf Limited (in Administration). The transaction was notified under the Competition Act 2002, as amended, on 17 October 2018.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

Endless is a UK-based limited liability partnership that manages private equity funds, specialising in buyouts, non-core acquisitions from larger groups, turnarounds, and financial restructurings. Endless is authorised by the UK Financial Conduct Authority to undertake investment management activities.

American Golf and SW Golf are sporting goods retailers specialising in the sale of golf clubs, golf equipment, golf shoes and golf clothing.