



MERGER ANNOUNCEMENT - M/21/002

Competition and Consumer Protection Commission clears proposed acquisition by Booster Parent Holdings Inc., a wholly-owned subsidiary of certain funds managed by affiliates of The Blackstone Group Inc., of Liftoff Mobile Inc.

15 February 2021

On 15 February 2021, the Competition and Consumer Protection Commission cleared the proposed transaction, whereby Booster Parent Holdings Inc., a wholly-owned subsidiary of certain funds managed by affiliates of The Blackstone Group Inc., of Liftoff Mobile Inc. The proposed transaction was notified under the Competition Act 2002, as amended, on 07 January 2021.

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

The Blackstone Group Inc., incorporated in the United States of America, is an alternative asset manager and provider of financial advisory services. The Blackstone Group Inc. operates as an investment management firm and, through various investment vehicles, makes private equity, real estate, credit and hedge fund investments worldwide

Liftoff Mobile Inc. offers mobile app marketing and retargeting platform services that run in-app marketing campaigns on behalf of advertisers.