



BEFORE THE  
COMPETITION COMMISSION OF PAKISTAN


FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF % SHAREHOLDING OF M/S.  
MEDIALOGIC PAKISTAN (PVT.) LIMITED BY MR. SHAIKH MUHAMMAD  
TANVEER AND MR. SYED NAEEMUDDIN FROM MR. SALMAN DANISH NASEER  
AND MAJOR (RETD.) KHALID DOST.

CASE: 1446/Merger-CCP/2024

Commission



  
Dr. Kabir Ahmed Sidhu  
*Chairman*

  
Mr. Saeed Ahmad Nawaz  
*Member*

## ORDER

1. On 08<sup>th</sup> May, 2024 the Competition Commission of Pakistan (hereafter "**Commission**") received a pre-merger application (hereafter "**Application**") from Mr. Salman Danish Naseer (hereafter "**Seller 1**") and Major (Retd.) Khalid Dost (hereafter "**Seller 2**") collectively as ("**Sellers**").
2. The Application was made pursuant to Section 11 of the Competition Act, 2010 (hereafter "**Act**") read in conjunction with Regulation 6 of the Competition (Merger Control) Regulations, 2016 (hereafter "**Merger Regulations**").
3. The proposed transaction entails acquisition of % shareholding of M/s. Medialogic Pakistan (Pvt.) Limited (hereafter "**Medialogic**" or "**Target**") by Mr. Shaikh Muhammad Tanveer (hereafter "**Acquirer 1**") and Mr. Syed Naeemuddin (hereafter "**Acquirer 2**") collectively as ("**Acquirers**") from Sellers, pursuant to Share Purchase Arrangement (hereafter "**SPA**").
4. The Commission has examined the Application as well as all the documents attached therewith and the information provided by the concerned undertaking(s). The Phase I competition assessment of the intended transaction has revealed the following facts:

4.1. The business activities of the undertakings concerned are:

- a) Acquirers: Individuals who are residents of Pakistan.
- b) Target: A private limited company incorporated in Pakistan and is engaged in the business of providing media research services to broadcasters and advertisers.
- c) Sellers: Existing shareholders of the Target.

4.2. As submitted in the Application and set out in the SPA, the transaction relates to acquisition of % shareholding of the Target, by the Acquirers from the Sellers. The total estimated amount under consideration to be paid is PKR /-

4.3. The relevant product market in this case has been identified as "**Media Research**" and the relevant geographic market is "**Pakistan**".

4.4. As per the Application, Target's estimated market share is approximately % in the relevant market. Through the proposed transaction, the Acquirers will gain presence in the relevant market, however market share of the Target will remain unchanged, post-transaction.


5. The proposed transaction will not result in dominance of the Acquirers in the relevant market, post-transaction, as determined under Section 2(1)(e) read with Section 3 of the Act. Therefore, it is hereby authorized under Section 31(1)(d)(i) of the Act.



6. In the subject transaction, matters which may fall outside the scope of the Commission's purview, remain subject to applicable laws.
7. It is so ordered.



(Dr. Kabir Ahmed Sidhu)  
**Chairman**

  
21/5/24  
(Mr. Saeed Ahmad Nawaz)  
**Member**

Islamabad the

21<sup>st</sup> May

, 2024.