



BEFORE THE
COMPETITION COMMISSION OF PAKISTAN

FIRST PHASE REVIEW

IN THE MATTER OF ACQUISITION OF . . . % SHAREHOLDING IN M/S.
DIGITAL PLANNING SERVICE (PRIVATE) LIMITED BY M/S. STRAUMANN
HOLDING AG FROM MR. MUDASSIR RATHORE AND DR. NADEEM ARIF

CASE: 1031/Merger-CCP/19

Commission

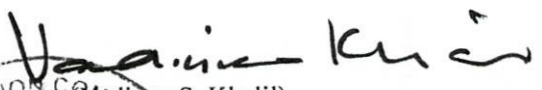
Ms. Vadiyya S. Khalil
Chairperson


Muhammad Saleem
Member




ORDER

1. On 17th April 2019 the Competition Commission of Pakistan ("**Commission**") received a pre-merger application ("**Application**") of a proposed acquisition pursuant to Section 11 of the Competition Act, 2010 ("**Act**") read with Regulation 6 of the Competition (Merger Control) Regulations, 2016 ("**Merger Regulations**") through which M/s. Straumann Holding AG ("**Acquirer**" or "**Applicant**") intends to acquire 100% shareholding in M/s. Digital Planning Service (Private) Limited ("**Target**") by way of share purchase from Mr. Mudassir Rathore and Dr. Nadeem Arif ("**Sellers**"). All the requisite information/documentation pertaining to the application was completed by the applicant on 3rd May 2019.
2. The Commission has examined the Application as well as all the documents attached therewith, the market scenario, and its observations on the basis of independent research/investigation in the relevant market. The Phase I competition assessment of the intended acquisition has resulted in the following findings:
 - i. The business activities of the undertakings concerned are:
 - a. For the Acquirer: Researches, manufactures and commercializes dental regeneration, restoration and replacement implants and biomaterials.
 - b. For the Target: Orthodontic and dental treatment planning and digital design services for orthodontic and dental prosthetics, digital equipment and workflows, biomaterials, orthodontic treatments and various services relating to dental and orthodontic treatments provided through IT based solutions.
 - c. For the Sellers: Business individuals
 - ii. The proposed transaction is an acquisition of 100% shareholding in the Target by the Acquirer from the Sellers. The relevant product market has been identified as of "**IT Solutions - Orthodontic sector (Clear Aligner)**" while the relevant geographic market is "**Pakistan**" as the Target is based in Pakistan, however, since the Target will be providing services to a company based abroad and the services are to be consumed outside Pakistan, the market share of the Target in Pakistan is nil.
 - iii. The transaction is not likely to result in the creation or strengthening of a dominant position in the relevant market. The intended merger does not meet the presumption of dominance as determined under Section (2) (1) (e) read with Section 3 of the Competition Act 2010 ("**Act**").
3. In conclusion, the proposed transaction is not likely to substantially lessen competition through the creation or strengthening of a dominant position in the relevant market. The proposed transaction is hereby authorized under Section 31 (1) (d) (i) of the Act.
4. It is so ordered.


Waqar Khan
Chairperson
Islamabad the MAY 16th, 2019.



SEAL OF THE COMPETITION COMMISSION OF PAKISTAN
ISLAMABAD


(Dr. Muhammad Saleem)
Member