



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. SALMAN DANISH NASEER
AND MAJOR (RETD.) KHALID DOST FROM MR. ALY MUSTANSIR KHOJA AND
MR. ILYAS GHAZI.

CASE: 1400/Merger-CCP/2023




Mr. Saeed Ahmad Nawaz
Member

ORDER

1. On 28th September, 2023 the Competition Commission of Pakistan (hereafter "**Commission**") received a pre-merger application (hereafter "**Application**") from Mr. Salman Danish Naseer (hereafter "**Mr. Salman**" or "**Acquirer 1**") and Major (Retd.) Khalid Dost (hereafter "**Major Khalid**" or "**Acquirer 2**") collectively as ("**Acquirers**").
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**") from Mr. Aly Mustansir Khoja (hereafter "**Mr. Aly**" or "**Seller 1**") and Mr. Ilyas Ghazi (hereafter "**Mr. Ilyas**" or "**Seller 2**") collectively as ("**Sellers**") pursuant to Share Purchase Arrangement (hereafter "**SPA**"). All requisite information/documentation pertaining to the Application was completed on 05th December, 2023.
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.
 - 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 Acquirer-1 will increase its stake in the Target, however market share of the Target in the relevant market 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.

 *S* 19/12/23
Saeed Ahmad Nawazy
Member
I amahad the 19th December _____, 2023.