



MERGER ANNOUNCEMENT - M/19/024

Competition and Consumer Protection Commission clears proposed acquisition by Redbird Parent Holdings, Inc., a wholly-owned subsidiary of certain funds managed by affiliates of The Blackstone Group Inc of sole control of Vungle, Inc

29 August 2019

On 29 August 2019, the Competition and Consumer Protection Commission cleared the proposed transaction, whereby Redbird Parent Holdings, Inc., a wholly-owned subsidiary of certain funds managed by affiliates of The Blackstone Group Inc., would acquire the sole control of Vungle, Inc. The proposed transaction was notified under the Competition Act 2002, as amended, on 9 August 2019.

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

Redbird is a newly formed entity which was set up for the purposes of effecting the Proposed Transaction. It is indirectly wholly-owned by Blackstone.

Blackstone is a global alternative asset manager and provider of financial advisory services. Blackstone operates as an investment management firm and, through various investment vehicles, makes private equity, real estate, credit and hedge fund investments worldwide.

Vungle provides technology-enabled advertising services to advertisers. It offers a variety of products and services that target and engage mobile users, which primarily consist of mobile application video advertisements. Vungle acts as an intermediary between advertisers and publishers of web space, who own the space in which the advertisement is placed.