Coimisiún um Iomaíocht agus Cosaint Tomhaltóirí | Competition and Consumer Protection Commission

MERGER ANNOUNCEMENT M/26/047 – WATERLAND / PRIMELINE

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition whereby Waterland Private Equity Investments B.V., through H2O Bidco Limited, would acquire indirect sole control of Primeline Logistics Limited

20 August 2026

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Waterland Private Equity Investments B.V., through H2O Bidco Limited, would acquire indirect sole control of Crosswicks Limited, and thereby its wholly owned subsidiary, Primeline Logistics Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 4 August 2026.

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

Waterland Private Equity Investments B.V. is an alternative investment fund manager regulated by the Netherlands Authority for Financial Markets which focuses on investing in ageing population, outsourcing and digitalisation, leisure and luxury, and sustainability markets.

Primeline Logistics Limited is an Irish provider of logistics services with warehouses located in Counties Dublin and Meath. Primeline Logistics Limited also provides sales and marketing support for major retailers, including merchandising, promotions, and account management.