



THE COMPETITION COUNCIL AUTHORIZED THE TAKING OVER OF BELLADONA PHARMACIES BY SENSIBLU SRL

The Competition Council authorized the transaction through which Sensiblu SRL takes over 46 pharmacies belonging to Belladonna Group.

Sensiblu SRL operates on the retail market of pharmaceuticals and para pharmaceuticals and carrying out occasional distribution activities. The company is part of the group of companies controlled by the investment fund Penta Investments, a group specialized in long-term investments in various sectors.

The Penta Investments Group operates on the medical market in Romania, on the pharmaceutical retail segment, through Sensiblu, Punkt and Arta pharmacies. Penta Investments Group is mainly present through Mediplus Exim SRL on the wholesale market of pharmaceuticals and para pharmaceuticals.

The 46 pharmacies that Sensiblu takes over are exclusively active in Bucharest on the retail pharmacy and para pharmaceutical market.

The competition authority analysed this operation and found that it did not raise significant barriers to effective competition on the Romanian market or on a substantial part of it, in particular by creating or strengthening a dominant position.

The decision of the Competition Council shall be published on the website of the institution once the confidential information will be removed.

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