

## **ACQUISITION BY STARS GROUP HOLDINGS (UK) LIMITED OF CYAN BLUE TOPCO LIMITED**

### **Initial Enforcement Order made by the Competition and Markets Authority pursuant to section 72(2) of the Enterprise Act 2002 (the Act)**

Whereas:

- (a) the Competition and Markets Authority (**CMA**) has reasonable grounds for suspecting that it is or may be the case that arrangements are in progress or in contemplation which, if carried into effect, will result in The Stars Group Inc. (**Stars**) and its subsidiary Stars Group Holdings (UK) Limited (**Stars UK**) ceasing to be distinct from Cyan Blue Topco Limited (**Cyan**), which controls the Sky Bet & Gaming group of companies (together, the **Sky Betting & Gaming group**);
- (b) the CMA is considering, whether to make a reference under sections 22 or 33 of the Act;
- (c) the CMA wishes to ensure that no action is taken pending final determination of any reference under sections 22 or 33 of the Act which might prejudice that reference or impede the taking of any action by the CMA under Part 3 of the Act which might be justified by the CMA's decisions on the reference; and
- (d) the circumstances set out in section 72(6) of the Act do not apply and the reference has not been finally determined in accordance with section 79(1) of the Act.

Now for the purposes of preventing pre-emptive action in accordance with section 72(2) of the Act the CMA makes the following order addressed to Stars, Stars UK and Cyan (**Order**).

#### **Commencement, application and scope**

1. This Order is made on 6 July 2018 and commences on the commencement date: namely, 10 July 2018, unless Stars, Stars UK and Cyan (or any entity in the Sky Betting & Gaming group) cease to be distinct before 10 July 2018, in

which case the commencement date is the date on which the relevant entities ceased to be distinct.

2. This Order applies to Stars, Stars UK and Cyan.
3. Notwithstanding any other provision of this Order, no act or omission shall constitute a breach of this Order, and nothing in this Order shall oblige StarsStars UK or Cyan to reverse any act or omission, in each case to the extent that it occurred or was completed prior to the commencement date.

#### **Management of the Stars and the Sky Betting & Gaming group businesses until determination of proceedings**

4. Except with the prior written consent of the CMA, Stars and Stars UK shall not, during the specified period, take any action which might prejudice a reference of the transaction under sections 22 or 33 of the Act or impede the taking of any action under the Act by the CMA which may be justified by the CMA's decisions on such a reference, including any action which might:
  - (a) lead to the integration of the Sky Betting & Gaming group business with the Stars business;
  - (b) transfer the ownership or control of the Stars business or the Sky Betting & Gaming group business or any of their subsidiaries; or
  - (c) otherwise impair the ability of the Sky Betting & Gaming group business or the Stars business to compete independently in any of the markets affected by the transaction.
5. Further and without prejudice to the generality of paragraph 4 and subject to paragraph 3, Stars, Stars UK and Cyan shall at all times during the specified period procure that, except with the prior written consent of the CMA:
  - (a) the Sky Betting & Gaming group business is carried on separately from the Stars business and the Sky Betting & Gaming group business's separate sales or brand identity is maintained;
  - (b) the Sky Betting & Gaming group business and the Stars business are maintained as a going concern and sufficient resources are made available for the development of the Sky Betting & Gaming group business and the Stars business, on the basis of their respective pre-merger business plans;
  - (c) except in the ordinary course of business, no substantive changes are made to the organisational structure of, or the management

responsibilities within, the Sky Betting & Gaming group business or the Stars business;

- (d) the nature, description, range and quality of goods and/or services supplied in the UK by each of the two businesses are maintained and preserved;
- (e) except in the ordinary course of business for the separate operation of the two businesses:
  - (i) all of the assets of the Sky Betting & Gaming group business and the Stars business are maintained and preserved, including facilities and goodwill;
  - (ii) none of the assets of the Sky Betting & Gaming group business or the Stars business are disposed of; and
  - (iii) no interest in the assets of the Sky Betting & Gaming group business or the Stars business is created or disposed of;
- (f) there is no integration of the information technology of the Sky Betting & Gaming group or Stars businesses, and the software and hardware platforms of the Sky Betting & Gaming group business shall remain essentially unchanged, except for routine changes and maintenance;
- (g) the customer and supplier lists of the two businesses shall be operated and updated separately and any negotiations with any existing or potential customers and suppliers in relation to the Sky Betting & Gaming group business will be carried out by the Sky Betting & Gaming group business alone and for the avoidance of doubt the Stars business will not negotiate on behalf of the Sky Betting & Gaming group business (and vice versa) or enter into any joint agreements with the Sky Betting & Gaming group business (and vice versa);
- (h) all existing contracts of the Sky Betting & Gaming group business and the Stars business continue to be serviced by the business to which they were awarded;
- (i) no changes are made to key staff of the Sky Betting & Gaming group business or Stars business;
- (j) no key staff are transferred between the Sky Betting & Gaming group business and the Stars business;
- (k) all reasonable steps are taken to encourage all key staff to remain with the Sky Betting & Gaming group business and the Stars business; and

- (l) no business secrets, know-how, commercially-sensitive information, intellectual property or any other information of a confidential or proprietary nature relating to either of the two businesses shall pass, directly or indirectly, from the Sky Betting & Gaming group business (or any of its employees, directors, agents or affiliates) to the Stars business (or any of its employees, directors, agents or affiliates), or vice versa, except where strictly necessary in the ordinary course of business (including, for example, where required for compliance with external regulatory and/or accounting obligations or for due diligence, integration planning or the completion of any merger control proceedings relating to the transaction) and on the basis that, should the transaction be prohibited, any records or copies (electronic or otherwise) of such information that have passed, wherever they may be held, will be returned to the business to which they relate and any copies destroyed.

## **Compliance**

6. Stars, Stars UK and Cyan shall procure that each of their subsidiaries complies with this Order as if the Order had been issued to each of them.
7. Stars, Stars UK and Cyan shall provide to the CMA such information or statement of compliance as it may from time to time require for the purposes of monitoring compliance by Stars, Stars UK, Cyan and their subsidiaries with this Order. In particular, on 24 July 2018 and subsequently every two weeks (or, where this does not fall on a working day, the first working day thereafter) the Chief Executive Officer of each of Stars, Stars UK and Cyan or other persons of Stars, Stars UK and Cyan as agreed with the CMA shall, on behalf of Stars, Stars UK and Cyan, provide a statement to the CMA in the form set out in the Annex to this Order confirming compliance with this Order.
8. At all times, Stars and Stars UK shall or shall procure that the Sky Betting & Gaming group shall actively keep the CMA informed of any material developments relating to the Sky Betting & Gaming group business or the Stars business, which includes but is not limited to:
- (a) details of key staff who leave or join the Sky Betting & Gaming group business or the Stars business;
  - (b) any interruption of the Sky Betting & Gaming group or Stars business (including without limitation its procurement, production, logistics, sales and employee relations arrangements) that has prevented it from operating in the ordinary course of business for more than 24 hours;

- (c) all substantial customer volumes won or lost or substantial changes to the customer contracts for the Sky Betting & Gaming group or Stars business including any substantial changes in customers' demand; and
  - (d) substantial changes in the Sky Betting & Gaming group or Stars business's contractual arrangements or relationships with key suppliers.
9. If any of Stars, Stars UK or Cyan has any reason to suspect that this Order might have been breached it shall immediately notify the CMA and any monitoring trustee that Stars and/or Stars UK and/or Cyan may be directed to appoint under paragraph 10.
10. The CMA may give directions to a specified person or to a holder of a specified office in any body of persons (corporate or unincorporated) to take specified steps for the purpose of carrying out, or ensuring compliance with, this Order, or do or refrain from doing any specified action in order to ensure compliance with the Order. The CMA may vary or revoke any directions so given.
11. Stars, Stars UK and Cyan shall comply in so far as they are able with such directions as the CMA may from time to time give to take such steps as may be specified or described in the directions for the purpose of carrying out or securing compliance with this Order.

## **Interpretation**

12. The Interpretation Act 1978 shall apply to this Order as it does to Acts of Parliament.
13. For the purposes of this Order:

**'the Act'** means the Enterprise Act 2002;

**'an affiliate'** of a person is another person who satisfies the following condition, namely that any enterprise (which, in this context, has the meaning given in section 129(1) of the Act) that the first person carries on from time to time and any enterprise that the second person carries on from time to time would be regarded as being under common control for the purposes of section 26 of the Act;

**'business'** has the meaning given by section 129(1) and (3) of the Act;

**'commencement date'** means 10 July 2018 unless Stars, Stars UK and Cyan (or any entity in the Sky Betting & Gaming group) cease to be distinct before

10 July 2018, in which case the commencement date is the date on which the relevant entities ceased to be distinct;

**'control'** includes the ability directly or indirectly to control or materially to influence the policy of a body corporate or the policy of any person in carrying on an enterprise;

**'Cyan'** means Cyan Blue Topco Limited, a private limited liability company incorporated in Jersey with registered number 116297

**'the decisions'** means the decisions of the CMA on the questions which it is required to answer by virtue of section 35 of the Act;

**'key staff'** means staff in positions of executive or managerial responsibility and/or whose performance affects the viability of the business;

**'the ordinary course of business'** means matters connected to the day-to-day supply of goods and/or services by Sky Betting & Gaming group or Stars/ Stars UK and does not include matters involving significant changes to the organisational structure or related to the post-merger integration of Sky Betting & Gaming group and Stars/ Stars UK;

**'Sky Betting & Gaming group'** means Cyan Blue Topco Limited and its subsidiaries;

**'the Sky Betting & Gaming group business'** means the business of Cyan and its subsidiaries carried on as at the commencement date;

**'specified period'** means the period beginning on the commencement date and terminating in accordance with section 72(6) of the Act;

**'Stars'** means The Stars Group Inc, a corporation continued under the laws of the province of Ontario in Canada, with corporation number 1973390;

**'the Stars business'** means the business of Stars and its subsidiaries carried on as at the commencement date;

**'Stars UK'** means Stars Group Holdings (UK) Limited, a private limited company incorporated under the laws of England and Wales, with company number 11316497;

**'the Stars UK business'** means the business of Stars UK and its subsidiaries but excluding the Sky Betting & Gaming group business, carried on as at the commencement date;

**'subsidiary'**, unless otherwise stated, has the meaning given by section 1159 of the Companies Act 2006;

**'the transaction'** means the transaction by which Stars UK and the Sky Betting & Gaming group have ceased to be distinct within the meaning of section 23 of the Act;

**'the two businesses'** means the Stars business and the Sky Betting & Gaming group business;

unless the context requires otherwise, the singular shall include the plural and vice versa.

## ANNEX

### Compliance statement for Stars/ Stars UK/ Cyan

I **[insert name]** confirm on behalf of **[Stars/ Stars UK/ Cyan]** that:

#### Compliance in the Relevant Period

1. In the period from **[insert date]** to **[insert date]** (the Relevant Period):
  - (a) **[Stars/ Stars UK/ Cyan]** has complied with the Order made by the CMA on 6 July 2018 in relation to the transaction (the Order).
  - (b) **[Star's/ Stars UK's/ Cyan's]** subsidiaries have also complied with this Order.
2. Subject to paragraph 3 of the Order, and except with the prior written consent of the CMA:
  - (a) No action has been taken by Stars/ Stars UK that might prejudice a reference of the transaction under section 22 of the Act or impede the taking of any action by the CMA which may be justified by its decision on such a reference, including any action which might:
    - (i) lead to the integration of the Sky Betting & Gaming group business with the Stars business;
    - (ii) transfer the ownership or control of the Stars business or the Sky Betting & Gaming group business or any of their subsidiaries; or
    - (iii) otherwise impair the ability of the Sky Betting & Gaming group business or the Stars business to compete independently in any of the markets affected by the transaction.
  - (b) The Sky Betting & Gaming group business has been carried on separately from the Stars business and the Sky Betting & Gaming group business's separate sales or brand identity has been maintained.
  - (c) The Sky Betting & Gaming group business and the Stars business have been maintained as a going concern and sufficient resources have been made available for the development of the Sky Betting & Gaming group business and the Stars business, on the basis of their respective pre-merger business plans.
  - (d) No substantive changes have been made to the organisational structure of, or the management responsibilities within, the Sky Betting & Gaming



group business or the Stars business, except in the ordinary course of business.

- (e) The nature, description, range and quality of goods and/or services supplied in the UK by the Sky Betting & Gaming group business and the Stars business have been maintained and preserved.
- (f) Except in the ordinary course of business for the separate operation of the two businesses:
  - (i) all of the assets of the Sky Betting & Gaming group business and the Stars business, including facilities and goodwill, have been maintained and preserved as at the start of the Relevant Period;
  - (ii) none of the assets of the Sky Betting & Gaming group business or the Stars business have been disposed of; and
  - (iii) no interest in the assets of the Sky Betting & Gaming group business or the Stars business has been created or disposed of.
- (g) There has been no integration of the information technology of the Sky Betting & Gaming group or Stars businesses, and the software and hardware platforms of the Sky Betting & Gaming group business have remained essentially unchanged, except for routine changes and maintenance.
- (h) Subject to integration which had occurred prior to the commencement date, the customer and supplier lists of the two businesses have been operated and updated separately and any negotiations with any existing or potential customers and suppliers in relation to the Sky Betting & Gaming group business have been carried out by the Sky Betting & Gaming group business alone and, for the avoidance of doubt, the Stars business has not negotiated on behalf of the Sky Betting & Gaming group business (and vice versa) or entered into any joint agreements with the Sky Betting & Gaming group business (and vice versa).
- (i) All existing contracts of the Sky Betting & Gaming group business and the Stars business have been serviced by the business to which they were awarded, except to the extent novated, assigned or subcontracted prior to the commencement date.
- (j) No changes have been made to key staff of the Sky Betting & Gaming group business or the Stars business.

- (k) No key staff have been transferred between the Sky Betting & Gaming group business and the Stars business.
  - (l) All reasonable steps have been taken to encourage all key staff to remain with the Sky Betting & Gaming group business and the Stars business.
  - (m) Except as permitted by the Order, no business secrets, know-how, commercially-sensitive information, intellectual property or any other information of a confidential or proprietary nature relating to either of the two businesses, has passed, directly or indirectly, from the Sky Betting & Gaming group business (or any of its employees, directors, agents or affiliates) to the Stars business (or any of its employees, directors, agents or affiliates), or vice versa.
  - (n) Except as listed in paragraph **Error! Reference source not found.** below, there have been no:
    - (i) key staff that have left or joined the Sky Betting & Gaming group business or the Stars business;
    - (ii) interruptions of the Sky Betting & Gaming group business or the Stars business (including without limitation procurement, production, logistics, sales and employee relations arrangements) that have prevented it from operating in the ordinary course of business for more than 24 hours;
    - (iii) substantial customer volumes won or lost or substantial changes to the customer contracts for the Sky Betting & Gaming group business or the Stars business; or
    - (iv) substantial changes in the Sky Betting & Gaming group or Stars business's contractual arrangements or relationships with key suppliers.
3. Stars/ Stars UK/ Cyan and its subsidiaries remain in full compliance with the Order and will, or will procure that Sky Betting & Gaming group, continue actively to keep the CMA informed of any material developments relating to the Sky Betting & Gaming group or the Stars business in accordance with paragraph 8 of the Order.

### **Interpretation**

4. Terms defined in the Order have the same meaning in this compliance statement.

**I understand that:**

5. it is a criminal offence under section 117 of the Enterprise Act 2002 for a person recklessly or knowingly to supply to the CMA information which is false or misleading in any material respect. Breach of this provision can result in **fines, imprisonment for a term not exceeding two years, or both.** (Section 117 of the Enterprise Act 2002.)
  
6. Failure to comply with this order without reasonable excuse may result in the CMA imposing a **penalty of up to 5% of the total value of the turnover** (both in and outside the United Kingdom) of the enterprises owned or controlled by the person on whom the penalty is imposed. (Section 94A of the Enterprise Act 2002.)

FOR AND ON BEHALF OF [STARS/ STARS UK/ CYAN]

Signature .....

Name .....

Title .....

Date .....