

**Notice of penalty pursuant to section 94A
of the Enterprise Act 2002 – addressed to
JLA New Equityco Limited and
Vanilla Group Limited**

Completed acquisition by JLA New Equityco
Limited through its subsidiary
Vanilla Group Limited of Washstation Limited

Case ME/6792/17

8 March 2019

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Notice of a Penalty

1. Pursuant to sections [94A](#) and [112](#) of the Enterprise Act 2002 ('**EA02**'), the Competition and Markets Authority (the '**CMA**') hereby gives notice of the following:
 - (a) The CMA has imposed a penalty on JLA New Equityco Limited ('**JLA**') and Vanilla Group Limited ('**Vanilla**') under [section 94A](#) EA02 (the '**penalty**') because JLA and Vanilla have, jointly and severally, without reasonable excuse, failed to comply with the requirements imposed on JLA and Vanilla by the [Initial Enforcement Order](#) issued by the CMA under section 72 EA02 on 13 December 2017 (the '**IEO**'). Further details of the failure of JLA and Vanilla to comply with the requirements of the IEO are set out in the Decision dated 8 March 2019.
 - (b) The penalty is a fixed amount of £120,000. The facts which the CMA considers justify the imposition of the penalty and the amount of the penalty are set out in the Decision dated 8 March 2019.
 - (c) JLA and Vanilla are required to pay this penalty in a single payment, by cheque or bank transfer to an account specified to JLA and Vanilla by the CMA, by close of banking business on the date which is 28 days from the date of service of this notice on JLA and Vanilla.
 - (d) JLA and Vanilla may pay the penalty earlier than the date by which it is required to be paid.
 - (e) Pursuant to [section 112\(3\)](#) EA02, JLA and Vanilla have a right to apply to the CMA within 14 days of the date on which this notice is served on JLA and Vanilla for the CMA to specify a different date by which the penalty is to be paid.
 - (f) Pursuant to [section 114](#) EA02, JLA and Vanilla have the right to apply to the Competition Appeal Tribunal (the '**CAT**') against any decision the CMA reaches in response to an application under [section 112\(3\)](#) EA02, within the period of 28 days starting with the day on which JLA and Vanilla are notified of the CMA's decision.
 - (g) Pursuant to [section 114](#) EA02, JLA and Vanilla have the right to apply to the CAT within the period of 28 days starting with the day on which this notice is served on JLA and Vanilla in relation to:
 - (i) the imposition or nature of the penalty;
 - (ii) the amount of the penalty; or

- (iii) the date by which the penalty is required to be paid.
- (h) Where a penalty, or any portion of such penalty, has not been paid by the date on which it is required to be paid and there is no pending appeal under [section 114 EA02](#), the CMA may recover the penalty and any interest which has not been paid; in England and Wales and Northern Ireland such penalty and interest may be recovered as a civil debt due to the CMA.