

## **Response from Retailer B to the CMA's invitation to comment on remedies**

[Retailer B] continues to maintain our view that the Merger is likely to have a positive impact on consumers. The CMA's possible remedy of a divestment of Allied Bakeries Northern Ireland is therefore more preferable to [Retailer B] than a prohibition of the Merger.

As previously discussed, without the Merger, [Retailer B] anticipates that the landscape in the bakery sector will change over the next 5 years, and there will likely be a market exit. If a supplier such as Hovis or Allied Bakeries were to cease to trade unexpectedly, this would likely lead to a lack of capacity in the market. In turn, we anticipate this could then lead to a sharp rise in inflation, ultimately having a negative effect for consumers.

**16 April 2026**