NewDay
7 Handyside Street
London
N1C 4DA

[Redacted]
Competition & Markets Authority
25 Cabot Square
London
E14 4QZ

11 September 2026

Response to: *Strategic Review of Market Remedies, Provisional Decision*

By email: MarketsRemediesStrategicReview@cma.gov.uk

Dear [Redacted],

Further to your email of 12 August 2026, I am writing in response to the Competition and Markets Authority's ("**CMA**") provisional decision regarding the Store Card Market Investigation Order 2006 (varied 2011) (**"the Order"**).

For the reasons set out in our submission of March 2026, we remain of the view that the Order, once impactful and an important consumer protection, has become overtaken by market and regulatory developments, such that it is no longer required. Its removal would be aligned with broader regulatory objectives, without impact to consumer protections.

We therefore welcome the CMA's provisional decision that the revocation of the Order would be appropriate.

In conclusion

We hope that this response is helpful. If any further information is required, please contact regulatoryenquiries@newday.co.uk.

For the avoidance of doubt, NewDay is content to be named as a respondent to this consultation and we consider this response to be non-confidential.

Yours sincerely,
[Redacted]

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