

SE Business
HD **ACCC clears Wilmar bid for Goodman**
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Takeovers

Singapore oils trader Wilmar International and **Hong Kong** investment **company** First Pacific have cleared the first regulatory hurdle in their \$1.3 **billion** takeover of bread and spreads maker Goodman Fielder.

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The Australian Competition and Consumer Commission said on Thursday it would not oppose the **acquisition**, even though it would increase Wilmar's share of the edible oils market to more than 50 per cent.

Goodman Fielder is Australia's largest supplier of branded packaged edible oils including salad dressings, cooking oils and table spreads, with brands including Meadow Lea, Crisco, **Gold'n** Canola and ETA. Wilmar refines and packs edible oils overseas and supplies them to supermarkets, which sell them under private label brands.

Goodman Fielder is estimated to have about 52 per cent of branded edible **oil** sales, while private label oils account for between 55 and 60 per cent of sales.

The **acquisition** would give Wilmar more than 50 per cent of packaged edible **oil** sales.

The ACCC was concerned that, as a result of the **acquisition**, Wilmar and Goodman would be in a position to raise prices. After making market inquiries, the ACCC decided that Wilmar and Goodman would continue to be competitively constrained by existing and potential suppliers.

Goodman shares have been trading at a discount to the offer price, at about 62.5¢.

CO fdgl : Goodman Fielder Ltd

IN i41 : Food/Beverages/Tobacco | icnp : Consumer Goods

RE austr : Australia | hkong : Hong Kong | singp : Singapore | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | bric : BRICS Countries | china : China | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia | seasiaz : Southeast Asia

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