



Notification Waiver Determination

Alpine Software Group – PlayHQ

Acquisition	Arena BidCo Pty Ltd (Arena), a subsidiary of Arena HoldCo Pty Ltd and part of the Alpine Software Group (ASG), applied for a notification waiver in respect of its proposed acquisition of the following, as described in the transaction documents provided as part of the application: <ol style="list-style-type: none">100% of the issued share capital in GameOn Holdings Pty Ltd (GameOn) and its subsidiaries PlayHQ Sports Pty Ltd, PlayHQ Sports UK Limited and PlayHQ Sports Ltd from its current shareholders; and100% of the issued share capital in RFGI Group Pty Ltd (RFGI), a shareholder of GameOn, (the Acquisition).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABV(1)(a) of the <i>Competition and Consumer Act 2010</i> (Cth) that the Acquisition is not required to be notified.
Date of determination	29 January 2026

Parties to the Acquisition	Alpine Investors is a private equity firm headquartered in San Francisco, California. ASG is a portfolio company of Alpine Investors which buys and invests in software as a service (SaaS) businesses in a range of industries. ASG provides software services to a range of industries including health & human services, hospitality, real estate, non-profits, compliance, manufacturing and legal. The acquirer, Arena, is part of the ASG group and is ultimately wholly owned by Alpine Fund IX which is Alpine Investors' latest flagship fund. The Acquisition target consists of GameOn, its subsidiaries and RFGI. GameOn is a sports software platform provider, which offers two SaaS platforms in Australia, known as PlayHQ and TeamPay. PlayHQ simplifies the administration and management of sports for participants, clubs, leagues and national/state governing bodies, with features such as registrations, payments, fixtures, live scoring, statistics and competition management. TeamPay is a payment solution that allows for teams and players to pay game fees to one streamlined and secure platform. TeamPay is available as a standalone platform or through the PlayHQ platform. RFGI is Basketball Victoria Inc.'s holding company for its shares in GameOn. It does not otherwise have any commercial operations or activities. Both ASG and GameOn are active in the provision of software services.
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Explanation for determination	<p>In making this notification waiver determination, the Australian Competition and Consumer Commission (ACCC) has considered the information provided with the notification waiver application and had regard to the factors in section 51ABV(2)(b) of the <i>Competition and Consumer Act 2010</i> (Cth) (Act).</p> <p>Based on the information provided in the application, the ACCC considers that the Acquisition is unlikely to give rise to any material lessening of competition. In particular:</p> <ul style="list-style-type: none">a. There is no horizontal overlap between Alpine Investors' portfolio companies and PlayHQ in the supply of sports management software in Australia.b. There are a number of alternative suppliers of sports management software in Australia.c. While there is a potential conglomerate relationship between Alpine Investors' or ASG's portfolio companies and GameOn, the risk of the merged entity foreclosing rival suppliers of sports management software or other software in Australia appears to be low, given the availability of other suppliers. <p>Given the above considerations that material competition concerns are unlikely to arise, the ACCC does not consider it necessary to reach a concluded view on the likelihood of the notification thresholds being met.</p> <p>The ACCC considers that the determination is consistent with the object of the Act and the interests of consumers in promoting competition.</p> <p>For more information about the ACCC's approach to considering notification waiver applications and to assessing competition effects more generally, see the ACCC's interim guidance on notification waivers and merger assessment guidelines.</p>
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Determination made by a division of the Commission constituted by a direction issued pursuant to section 19 of the Act