

**Decision no. 2024-DCC-06 of 23 October 2024  
on the acquisition of sole control by Hypermat SAS of SARL Navarro 3 and  
SARL La Navyh**

**Only the French version is authentic and it prevails in the event of its  
differing from the translated version**

## Summary<sup>1</sup>

Pursuant to this decision, the *Autorité de la concurrence de la Nouvelle-Calédonie* (hereinafter "the *Autorité*") unconditionally authorises the acquisition of sole control over SARL Navarro 3 and SARL La Navyh by Hypermat SAS.

Hypermat SAS is owned by the [Z.] family and LH SAS, which is owned by SAS HCU, the head of a group of companies owned by the Ubinger family. This group is mainly active in the distribution of do-it-yourself (DIY) items and the trade of construction materials, through the company SCET and the brand "Mr. Bricolage".

SARL Navarro 3 is the target company, which acts as a holding company and has only one subsidiary, SARL La Navyh, operating a store under the "Les Briconautes" brand in the Motor Pool district of Nouméa.

The notified transaction consists of Hypermat SAS acquiring 100% of the share capital of Navarro 3 and La Navyh. It is also planned that the "Les Bricocautes Motor Pool" store will be rebranded "Mr. Bricolage" in the first quarter of 2025.

As the parties to the transaction are both active in the DIY retail sector for individual consumers through their respective brands "Mr. Bricolage" and "Les Briconautes", the transaction leads to an overlap of activities.

In the upstream supply market, given that the transaction is not likely to create or strengthen buying power, as Hypermat's purchases represent only a minimal share of its suppliers' turnover, the *Autorité* considered that the transaction was unlikely to harm competition in this market.

In the downstream market for the retail distribution of DIY products, the competitive analysis was carried out by taking into account, within a catchment area of 30 minutes by car around the target store, the large DIY stores (*GSB – grandes surfaces de bricolage*) and "generalist" hardware stores as well as the "generalist" construction materials traders initially, and only the large DIY stores and "generalist" hardware stores subsequently.

Concerning the horizontal effects of the transaction, the *Autorité* demonstrated that, although the Ubinger group held a market share exceeding 25% before the May 2024 incidents and before the transaction, its market share has significantly declined since then and will remain below 25% in both scenarios following the transaction. In addition, the notifying party will continue to face

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<sup>1</sup> This summary is strictly for information purposes. Only the numbered reasons of the decision are authentic.

competition from a number of other brands active on the relevant market, in particular the “Sopema Bricorama” store and the brands within the O. Leroux group.

The transaction is therefore not likely to harm competition in the downstream market for the retail distribution of DIY products.

Consequently, the notified transaction is authorised unconditionally.