

**In the Matter of the Proposed
Acquisition by Ayala Healthcare
Holdings, Inc. of Shares in Negros
Grace Pharmacy, Inc.**

MAO Case No. M-2019-010

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COMMISSION DECISION NO. 15-M-010/2019

This is a review of the proposed acquisition by Ayala Healthcare Holdings, Inc. (“AC Health”) of shares in Negros Grace Pharmacy, Inc. (“Negros Grace”, and together with AC Health, the “Parties”), pursuant to Sections 16 and 17 of Republic Act No. 10667 and Section 1, Rule 4 of the Rules and Regulations to Implement the Provisions of Republic Act No. 10667.

Upon review of the findings and recommendation of the Mergers and Acquisitions Office and the Parties’ submissions, the Commission finds that the proposed acquisition by AC Health of shares in Negros Grace (the “Transaction”) will not likely result in substantial lessening of competition. This is because (1) the Transaction will not likely give the merged entity an incentive or the ability to increase its prices or reduce its product assortment, to the detriment of consumers in the market for the retail sale of pharmaceutical products in selected cities and municipalities in the islands of Negros and Panay in the Visayas; and (2) post-Transaction, sufficient competitive constraints remain from other market participants.

ACCORDINGLY, the Commission resolves to take no further action with respect to the proposed Transaction between AC Health and Negros Grace.

This Decision is rendered solely on the facts disclosed and circumstances of the proposed Transaction and documents submitted by AC Health and Negros Grace.

23 May 2019.



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