



## NEWS RELEASE

1<sup>st</sup> August 2024

### **Competition Regulator approves merger of telecom operators**

**The Jersey Competition Regulatory Authority (the Authority) has approved, with conditions, the acquisition of Jersey Airtel Limited (Airtel) by Sure (Guernsey) Limited (Sure). While the process in Jersey is now complete, the acquisition will not proceed unless similar approval is achieved in Guernsey.**

Sure and Airtel are competitors in retail mobile services market in Jersey. As direct competitors, there was a risk that the merger would substantially lessen competition in Jersey's mobile retail market.

The Authority has conducted a thorough review of the proposed transaction including detailed economic analysis of all information provided by Sure and Airtel and four public consultations.

The Authority concluded the transaction was likely to substantially lessen competition in Jersey's retail mobile market for the following reasons:

- After the transaction, Sure's market share would increase to around 47%;
- The number of mobile phone services providers would reduce from 3 to 2, removing Airtel as a competitor to Sure and JT; and

- Airtel has historically offered some of the lowest prices to consumers in the low and medium price segments of the retail market.

The Authority has therefore sought to protect consumers by attaching several conditions to the approval which are designed to mitigate any reduction in competition in the market for mobile phone services:

- A new Mobile Virtual Network Operator (MVNO), the Channel Islands Co-operative Society (the Coop). The Co-op, using Sure's network, should have the ability to compete independently for consumers on retail prices; and
- Sure will not withdraw any Sure and Airtel tariffs that are active as at the date of clearance of the merger. This is designed to protect today's prices for consumers for the 36 months following completion of the transaction, after which time the Co-op should be fully established and competing with Sure and JT.

Tim Ringsdore, CEO of the Authority commented, "This process has been vital for Jersey and we are confident the outcome will protect consumers and ensure healthy competition in what is a very important market for Jersey.

"Our objective is to promote and encourage fair competition in Jersey because it encourages businesses to improve and innovate to 'win' customers. For consumers, this can result in better quality products and services, more choice and fair prices."

**Ends**

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## **NOTES TO EDITORS:**

### **Further information**

A summary of the Authority's decision can be read here [C-042 Sure, Airtel - Summary of Decision | JCRA](#).

The full text of the Authority's decision can be read here [C-042 Sure, Airtel - Decision | JCRA](#).

### **About The Jersey Competition Regulatory Authority:**

The Authority was established under the Competition Regulatory Authority (Jersey) Law 2001. It is responsible for administering and enforcing the Competition (Jersey) Law 2005 and also regulates the telecoms and postal sectors and the Ports of Jersey.

The Authority strives to ensure that the markets work well for the benefit of all stakeholders, including Government, business, citizens and consumers facilitating best value, choice and access to high quality services.