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e-COMPETITIONS | ANTITRUST CASE LAWS e-BULLETIN

The Turkish Competition Authority conditionally approves an acquisition of a digital platform, subject to the commitments eliminating anti-competitive concerns in terms of exchange of competitively sensitive information (*Ticimax / Team.blue*)

Preview | e-Competitions News Issue

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The transaction concerned the acquisition of sole control of Ticimax Bilişim Teknolojileri Anonim Şirketi (“**Ticimax**”) by Team.blue EquityCo S.a.r.l. (“**Team.Blue**”). The transaction was notified to the Turkish Competition Authority (the “**Authority**”) on 18.06.2025 and the Turkish Competition Board (the “**Board**”) conditionally approved the transaction within the scope of its Phase I review on 09.10.2025 subject to the behavioural commitments to prevent exchange of competitively sensitive information or trade secrets between Çizgi Telekomünikasyon Anonim Şirketi (“**Çizgi**”) and Ticimax after the consummation of the transaction.

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Background

Team.Blue is based in Belgium and provides digital services such as web hosting, e-mail, and applications under various brands in Europe. Within the scope of its main business model, Team.Blue invests in digital service providers across Europe and offers digital tools to its clients, mostly small and medium-sized enterprises, in terms of online presence and collaboration, transaction formalization, sales and marketing, security and protection, e-commerce and compliance. Team.Blue is active in Türkiye through its subsidiary Çizgi Telekomünikasyon Anonim Şirketi (“**Çizgi**”).

a) erce software development operations exclusively through its own employees and suppliers, and employees of Çizgi or its subsidiaries will not be permitted to work in the provision of these services,

b) a shared user code that can be used by more than one person will not be created for Ticimax and Çizgi,

c) to the extent possible, access to Ticimax’s and Çizgi’s systems will be secured for each unique ID

created through two-factor authentication,

d) access logs for customer databases will be stored in an immutable and non-erasable manner for the duration of the commitments,

e) within six months from closing, a firewall will be implemented for Ticimax’s and Çizgi’s systems,

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f) Ticimax’s customers will not be directed to obtain domain name services solely through Çizgi or its subsidiaries and customers will be free to choose their preferred alternative domain name providers.

The Board determined that the commitments stipulating that Ticimax can only access the data of its own customers’ and that there will be no information exchange or integration between Ticimax and Çizgi post-transaction are effective measures to eliminate potential competitive concerns. The Board also indicated that this structural separation is critical to prevent direct or indirect information flow and would also prevent the advantage of asymmetric information post-

transaction. In this respect, the Board determined that the commitments are sufficient to eliminate the competitive concerns arising as a result of the transaction and conditionally approved the transaction subject to the commitments within its Phase I review.

Conclusion

Team.blue/Ticimax decision highlights the Board's

vigilance toward vertical concerns in merger review, particularly in cases where there is a risk that one of the transaction parties may be able to obtain competitively sensitive information related to its competitors via access to the other transaction parties' databases in the upstream market. Team.blue EquityCo/Ticimax sets a valuable precedent since it sheds further light on the Board's assessment concerning exchange of competitively sensitive information in merger cases.

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