

## PRESS RELEASE

### **The CNMC analyses, in phase II, Albia's purchase of the Burgos funeral home, Jordial**

- The merger consists of the acquisition by Albia Gestión de Servicios, S.L.U. of practically all the funeral assets owned by Jordial, S.L.
- The Commission will study in depth the risks to competition in the affected markets, especially in the province of Burgos.
- The operation will be analysed together with the merger [C/1086/19 SANTA LUCIA/FUNESPAÑA](#), currently in the second phase.

**Madrid, 19 February 2021.** On 16 January 2021, the CNMC agreed to analyse, in phase II, the Albia-Jordial merger operation ([C/1162/21 ALBIA/JORDIAL](#)) due to the obstacles that may exist to ensure competition in the affected markets.

The operation consists of the acquisition, by Albia Gestión de Servicios, S.L.U., of exclusive control of practically all of the assets related to the provision of funeral services belonging to the company Jordial S.L.

The merger affects the wholesale funeral services markets, in which funeral insurance and funeral services companies individually contract services that they cannot provide directly when they lack sufficient facilities.

Specifically, as a result of the acquisition, Albia would acquire a notable presence in the wholesale market for funeral home and crematorium services in Aranda de Duero and Roa, areas in which Jordial operates and where Albia was not previously active.

This operation would also indirectly reinforce Albia's presence in the national retail market for providing comprehensive funeral services, as it would increase its access to funeral homes and crematoriums in the province of Burgos.

### **Reinforcing Santa Lucía in the insurance market**

Moreover, the operation strengthens the ability of the insurance company Santa Lucía to provide the funeral services of its clients to other companies in its group. In addition, as a consequence of the operation C/1086/19 SANTA LUCIA/FUNESPAÑA, it would potentially also reinforce MAPFRE<sup>1</sup> in these new locations (Aranda de Duero and Roa).

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<sup>1</sup>Due to the commitment accepted by MAPFRE to route the provision of the service to its policyholders through the entity resulting from the merger between ALBIA and FUNESPAÑA, operation C/1086/19 SANTA LUCIA/FUNESPAÑA.

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Likewise, as specified in the report that justifies proceeding to the second phase of said operation, it could affect competition in the insurance market, allowing Albia to raise prices and worsen the quality of the funeral services provided to non-policyholders, and to policyholders who are not insured by Santa Lucía.

### **Consolidation of operations**

Therefore, in order to thoroughly analyse the risks in the aforementioned markets associated with operation C/1086/19 SANTA LUCIA/FUNESPAÑA, which is in the second phase, the CNMC has decided to analyse the ALBIA/JORDIAL operation in depth in the second phase, and will consolidate the two operations.

In accordance with Article 58.1 of the Anti-Trust Law, once the second phase of the merger control procedure has begun, the CNMC Competition Directorate will prepare a brief on the operation (See more details on how the CNMC analyses mergers).

Once any confidential aspects are resolved, it will be published and made available to the affected parties and the Council of Consumers and Users, so that they may make representations, if any.

More information about mergers in BlogCNMC: [At the CNMC, we monitor mergers.](#)