

**Decision no. 2024-DCC-08 of 17 December 2024  
on the acquisition of joint control over the companies SARL Socabois and  
SAS Matériaux Center by Messrs. Pierre-Hubert Cuenet and Paul Halbedel**

**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*") authorises the acquisition of joint control over SARL Socabois and SAS Matériaux Center by Mr. Pierre-Hubert Cuenet and Mr. Paul Halbedel.

The P.H. Cuenet group notably holds sole control over the companies Millavoise, which operates in pest control and rat extermination services, and SAS Austral Import, active in the import of anti-pest treatment products. The P.H. Cuenet group also holds a non-controlling stake in Socabois and Matériaux Center, the target companies of the present transaction.

The Halbedel group holds a controlling stake in SARL Metal Industries, which is active in the production of steel construction materials, as well as in Socabois and Matériaux Center, the targets of the present transaction.

Finally, Mr. Cuenet and Mr. Halbedel currently hold joint control over SARL Socafer, which operates in the trade of metallic construction materials.

Socabois operates a store under the "Les Briconautes" brand located in Païta, which primarily sells hardware, do-it-yourself (DIY), decoration and gardening products, for both individuals and professionals. Matériaux Center is mainly specialized in the trade of construction materials, as well as wood and related products.

The notified transaction consists of a change of control over Socabois, on the one hand, and Matériaux Center, on the other hand, leading to the creation of joint ventures, due to the shift from sole control of Socabois and Matériaux Center, initially held by Mr. Halbedel, to joint control between him and Mr. Cuenet.

However, the transaction will not result in a significant change in the strategic choices of the target companies, as the *Autorité's* analysis revealed that the P.H. Cuenet group, apart from its minority stake in Socabois, is not active in the same market as this company. Moreover, the P.H. Cuenet group, apart from its minority stake in Matériaux Center, is only present on the same market as this company through its co-controlling stake in Socafer, which is also jointly controlled with the Halbedel group.

Consequently, the notified transaction was authorised unconditionally.

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