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From: [Redacted]
Sent: Tuesday, 7 November 2023 8:37 pm
To: Registrar
Subject: Serato / ATC Merger

Categories: [Redacted]

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To the Commerce Commission,
I am an active software investor based in Wellington, and regular advisor to the New Zealand Government. I wanted to share my support for the proposed merger between Serato and ATC. I believe this merger has the potential to bring substantial benefits to both the New Zealand tech community and consumers in the DJ software industry.

Serato has been a part of the New Zealand tech ecosystem for 20 years. The company has not only made a name for itself globally but has also contributed to the development of our local tech sector. With the merger with ATC, I am confident that Serato's positive impact will only grow, fostering further innovation and success within our tech community (as I saw first hand when my prior software company [Redacted] [Redacted] We were acquired with 80 product personnel in Auckland and two years later had 300).

Some concerns may arise about competition in the DJ software market, but it's worth noting that there is already a plethora of options available to consumers. DJ software is a diverse and competitive industry, with choices ranging from Traktor to Phone apps. Therefore, the merger is unlikely to stifle competition or limit consumer choices significantly, and regardless, as a sector is of little strategic relevance in New Zealand.

The merger could lead to exciting synergies that result in even more advanced and feature-rich DJ software and hardware options for consumers. This would not only benefit DJs but also all music enthusiasts looking for high-quality and innovative solutions.

In summary, I believe that the Serato-ATC merger has the potential to be a win-win for New Zealand's tech sector and consumers. It can further bolster our position on the global tech stage and provide consumers with even better DJ software and hardware choices. I kindly request that the Commerce Commission consider these points when evaluating the merger and support its approval. As someone who has built, grown and sold a NZ software company I have seen the growth benefits that come from these sorts of sales.

Thank you for your time and attention to this matter. I am happy to chat through this on the phone / web call as required.

Regards,

[Redacted signature block]

