Prior notification of a concentration

(Case M.9698 — Platinum Equity Group/Biscuit International)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 4/08)

1. On 20 December 2019, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Platinum Equity Group (the United States of America),

— Biscuit International SAS (France).

Platinum Equity Group acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Biscuit International SAS.

The concentration is accomplished by way of purchase of securities.

2. The business activities of the undertakings concerned are:

— for Platinum Equity Group: merger, acquisition and operation of companies that provide products, services and solutions in diverse industries, including information technology, telecommunication, logistics, metal services, manufacturing and distribution,

— for Biscuit International SAS: manufacturing of biscuits and cakes, including for consumers with specific dietary requirements, with a specific expertise on private label products.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.9698 — Platinum Equity Group/Biscuit International.

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.