PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.10490 — Bain Capital/CTI/BBG Holding)

Candidate case for simplified procedure

(Text with EEA relevance)

(2021/C 396/13)

1. On 21 September 2021, 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:

— Bain Capital Investors L.L.C. ('Bain Capital', United States),

— Chal-Tec Invest GmbH ('CTI', Germany),

— Berlin Brands Group Holding GmbH ('BBG', Germany), controlled by CTI.

Bain Capital and CTI acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of BBG.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Bain Capital: private equity investment firm in a variety of industries globally, including information technology, healthcare, retail and consumer products, communications, financial services and industrial/manufacturing,

— for CTI: private investment vehicle holding the shares in BBG and other undertakings active globally in the retail and real estate sector,

— for BBG: design, development and sale of consumer goods, in particular electrical appliances and consumer electronics, in Europe, the United States and China.

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.10490 — Bain Capital/CTI/BBG Holding

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

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

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