EUROPEAN COMMISSION

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PUBLIC VERSION

General Atlantic, L.P.
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New York, New York 10055
United States of America

TPG Inc
301 Commerce Street, Suite 3300
Texas 76102, Fort Worth
United States of America

Peter Mallouk
5554 West 110th Street
Overland Park, Kansas 66211
United States of America

Subject: **Case M.11770 – TPG / GA / MR MALLOUK / CREATIVE PLANNING**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004 ([1]) and Article 57 of the Agreement on the European Economic Area ([2])

Dear Sir or Madam,

(1) On 12 November 2024, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which TPG Inc. ("TPG", United States), General Atlantic, L.P. ("GA", United States) and Peter Mallouk ("Mr. Mallouk", United States), will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Creative Planning Holdco, LLC ("Creative Planning", United States), currently jointly controlled by GA and Mr. Mallouk, by way of purchase of securities. ([3])

(2) The business activities of the undertakings concerned are the following:

— TPG: global alternative asset management firm,

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.
([2]) OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').
([3]) OJ C, C/2024/7088, 22.11.2024.

— GA: global private equity firm providing capital and strategic support for growth companies,

— Mr. Mallouk: natural person currently exercising a controlling interest over Creative Planning,

— Creative Planning: wealth and investment management firm that provides a financial planning led investment management approach, retirement planning, estate planning, trust services, tax planning and family office services for individuals as well as 401(k) and institutional clients.

(3) After examination of the notification, the European Commission has concluded that the notified concentration falls within the scope of the Merger Regulation and of paragraph 5(d) of the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004. ([4])

(4) For the reasons set out in the Notice on a simplified treatment, the European Commission has decided not to oppose the notified concentration and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Olivier GUERSENT
Director-General

([4]) OJ C 160, 5.5.2023, p. 1 (the 'Notice on a simplified treatment').