EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9514 - BAIN CAPITAL INVESTORS / KANTAR**
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 16 August 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Bain Capital Investors LLC (Bain Capital Investors, United States) indirectly acquires sole control within the meaning of Article 3(1)(b) of the Merger Regulation of Kantar Group (Kantar, United Kingdom), controlled by WPP plc (WPP, United Kingdom), by way of purchase of shares.[3] WPP will keep a minority shareholding in Kantar.

2. The business activities of the undertakings concerned are:

   – for Bain Capital Investors: global private equity investment firm that invests in companies across many sectors, including information technology, healthcare, retail and consumer products, communication, financial services and manufacturing;

   – for Kantar: global data, research, consulting and analytics activities, including the provision of market research services, media measurement services and marketing and communication services.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of

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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 Publication in the Official Journal of the European Union No C 284, 22.8.2019, p. 18.

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paragraph 5(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation 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)
Cecilio MADERO VILLAREJO
Acting Director-General

4 OJ C 366, 14.12.2013, p. 5.