EUROPEAN COMMISSION

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PUBLIC VERSION

Elliott Investment Management L.P.
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FL 33401 West Palm Beach
United States of America

Brookfield Private Equity Holdings LLC
250 Vesey Street, 15th Floor
10281 New York
United States of America

Subject: **Case M.10758 - EIM / BROOKFIELD / NIELSEN**
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 20 June 2022, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Elliott Investment Management L.P. ("EIM", USA) and Brookfield Private Equity Holdings LLC ("BPEH", Canada) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the whole of Nielsen Holdings Plc ("Nielsen", USA) by way of acquisition of shares or other means.[3]

2. The business activities of the undertakings concerned are the following:

   – EIM: investment firm focused on investment and risk management activities,

   – BPEH: subsidiary of Brookfield, which provides asset management services, focused on real estate, infrastructure, renewable power, and private equity,

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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 243, 27.6.2022, p. 61.

– Nielsen: global audience insights, data, and analytics company, which provides audience measurement, media planning, marketing optimization, and content metadata solutions.

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 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)
Olivier GUERSENT
Director-General

4 OJ C 366, 14.12.2013, p. 5.