Prior notification of a concentration

(Case M.11085 – FRASERS / GO SPORT)

Candidate case for simplified procedure

(Text with EEA relevance)

(2023/C 114/06)

1. On 21 March 2023, 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:

— SPORTSDIRECT.COM France SA ('SPORTSDIRECT.COM France', France), belonging to the Frasers Group of the United Kingdom,

— Groupe GO Sport SAS ('Groupe GO Sport', France), belonging to the GO Sport Group of France,

— GO Sport France SAS ('GO Sport France', France), belonging to the GO Sport Group of France.

SPORTSDIRECT.COM France will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of parts of Groupe GO Sport and GO Sport France.

The concentration is accomplished by way of purchase of assets.

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

— SPORTSDIRECT.COM France active in the retail trade market of sports goods and operates several Sports Direct stores in France,

— Groupe GO Sport is active in the retail distribution of sports goods with its main operations in France,

— GO Sport France is active in the retail distribution of sports goods with its main operations in France.

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 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.11085 – FRASERS / GO SPORT

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

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

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

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË