C/2024/5474

9.9.2024

Prior notification of a concentration

(Case M.11719 - CINVEN / VITAMIN WELL COMPANIES)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2024/5474)

1. On 29 August 2024, 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:

— Cinven Limited ('Cinven', Guernsey),

— Rixile 2 Holding AB (the 'Vitamin Well Group', Sweden)

Cinven will acquire within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the Vitamin Well Group.

The concentration is accomplished by way of purchase of shares.

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

— Cinven is a private equity business controlling companies in a variety of sectors, including business services, consumer, financial services, healthcare, industrials and technology, media and telecommunications,

— The Vitamin Well Group is a functional food and beverage business, offering premium products for health-conscious and active consumers.

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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([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.11719 - CINVEN / VITAMIN WELL COMPANIES

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 160, 5.5.2023, p. 1.

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