EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying party

Subject: **Case M.9899 – KKR / KOOS HOLDING COOPERATIEF**
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 24 July 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 the Merger Regulation by which the undertaking KKR & Co. Inc. ("KKR", United States) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of the undertaking Koos Holding Coöperatief U.A. ("Koos Holding", the Netherlands) by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for KKR: global investment firm, which offers a broad range of alternative asset funds and other investment products to investors and provides capital markets solutions for the firm, its portfolio companies and other clients,

   – for Koos Holding: development and refurbishing of holiday parks, which it either manages and operates itself or for which it partners with the operator to act as booking agent. The holiday parks are operated under the "Roompot" brand and range from basic campsites offering tents or bungalow accommodation to a selection of more upscale villas. Koos Holding Operates parks in the Netherlands and Germany and is active as a booking agent for parks in the Netherlands, Belgium, France, Italy, Spain and Denmark.

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 251, 31.07.2020, p. 20.

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paragraph 5(c) 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.