EUROPEAN COMMISSION

Brussels, 12.10.2018
C(2018) 6850 final

PUBLIC VERSION

To the notifying party:

Subject: **Case M.9104 – BAIN CAPITAL PRIVATE EQUITY / ESURE GROUP**
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 September 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Bain Capital Private Equity, LP and its affiliates ('Bain Capital', United States), acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of Esure Group plc ('Esure', United Kingdom) by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for Esure: a company active in the provision and distribution of insurance services in the United Kingdom, including provision of home and motor insurance. Esure also underwrites its own insurance products,

   – for Bain Capital: a private equity investment firm active in a wide-range of industries globally.

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

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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 345, 27.09.2018, p. 12.

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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)
Johannes LAITENBERGER
Director-General

4 OJ C 366, 14.12.2013, p. 5.