EUROPEAN COMMISSION

Brussels, 29.1.2020
C(2020) 607 final

PUBLIC VERSION

To the notifying party

Subject: **Case M.9698 – Platinum Equity Group/Biscuit International**
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 December 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Platinum Equity Group (the United States of America) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Biscuit International SAS (France). The concentration is accomplished by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for Platinum Equity Group: merger, acquisition and operation of companies that provide products, services and solutions to customers in diverse industries, including information technology, telecommunication, logistics, metal services, manufacturing and distribution;

   – for Biscuit International SAS: manufacturing of biscuits and cakes, including for consumers with specific dietary requirements, with a specific expertise on private label products.

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]

---

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 4, 08.01.2020, p. 13.

4 OJ C 366, 14.12.2013, p. 5.

Commission européenne, DG COMP MERGER REGISTRY, 1049 Bruxelles, BELGIQUE
Europese Commissie, DG COMP MERGER REGISTRY, 1049 Brussel, BELGIË

Tel: +32 229-91111. Fax: +32 229-64301. E-mail: COMP-MERGER-REGISTRY@ec.europa.eu.

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