Prior notification of a concentration

(Case M.9668 — JD Sports Fashion/Iberian Sports Retail Group)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 5/04)

1. On 17 December 2019, 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:

— JD Sports Fashion Plc ('JD') (England and Wales),

— Iberian Sports Retail Group SL ('ISRG') (Spain), currently jointly controlled by JD, Sonae, SGPS, S.A. and Balaiko Firaja Invest S.L.

JD acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of ISRG.

The concentration is accomplished by way of contract.

2. The business activities of the undertakings concerned are:

— JD: retail of sports apparel and footwear; operation of fitness centres in the UK. The majority shareholder of JD is Pentland Group, which is active in the wholesale supply of branded outdoor products to outdoor retailers,

— ISRG: specialised retail sale of sports goods in Spain and Portugal. ISRG was previously known as JD Sprinter Holdings 2010, S.L.

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 the 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.9668 — JD Sports Fashion/Iberian Sports Retail Group.

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

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

Fax +32 22964301

Postal address:

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

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