EUROPEAN COMMISSION

Brussels, 22.4.2021
C(2021) 2979 final

PUBLIC VERSION

L Catterton Management Limited
c/o Legalinx Limited, Tallis House
EC4Y 0AB London
United Kingdom

Subject: **Case M.10211 – L CATTERTON / BIRKENSTOCK**
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 25 March 2021, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which L Catterton (USA) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Birkenstock (Germany). The concentration is accomplished by way of purchase of shares and assets.[3]

2. The business activities of the undertakings concerned are:

   – L Catterton is a consumer-focused private equity company whose portfolio companies operate in the retail and restaurant business, the food and beverage business, consumer service and consumer product businesses including the production and sale of bedding, clothing and accessories, cosmetics and fragrance products.

   – Birkenstock is a German company that is mainly active in the supply of Birkenstocks, a German brand of sandals, and other shoes.

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

---

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 117, 6.4.2021, p. 6.

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.

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.