C/2024/3833

14.6.2024

Prior notification of a concentration

(Case M.11246 - ROLEX / BUCHERER)

(Text with EEA relevance)

(C/2024/3833)

1. On 6 June 2024, 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:

— Rolex Holding SA ('Rolex', Switzerland),

— Bucherer Holding AG and Bucherer Immobilien AG ('Bucherer', Switzerland).

Rolex will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Bucherer.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Rolex is mainly active in the development, manufacture and marketing of prestige and luxury watches as well as their sale to retailers worldwide, including in the EEA,

— Bucherer is mainly active in the sale of factory new and pre-owned luxury watches as well as of fine jewellery to end consumers and, to a limited extent, the independent manufacturing of watches and jewellery under its own brands, Carl F. Bucherer and Bucherer Fine Jewellery, in Austria, Denmark, France, Germany, the United Kingdom, the United States, and Switzerland.

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.

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:

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

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

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').