PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9514 — Bain Capital Investors/Kantar)

Candidate case for simplified procedure

(Text with EEA relevance)

(2019/C 284/07)

1. On 16 August 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:

— Bain Capital Investors LLC (Bain Capital Investors, United States),

— Kantar Group (Kantar, United Kingdom), controlled by WPP plc (WPP, United Kingdom).

Bain Capital Investors acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Kantar.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Bain Capital Investors: global private equity investment firm that invests in companies across many sectors, including information technology, healthcare, retail and consumer products, communication, financial services and manufacturing,

— for Kantar: global data, research, consulting and analytics activities, including the provision of market research services, media measurement services and marketing and communication services.

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.9514 — Bain Capital Investors/Kantar

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

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

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