EUROPEAN COMMISSION

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PUBLIC VERSION

ALSO Holding AG
Meierhofstrasse 5,
6032 Emmen
Switzerland

Subject: **Case M.11499 – ALSO / SWS**
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 3 July 2024, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which the undertaking ALSO Holding AG ("ALSO", Switzerland), controlled by Droege Group AG (Germany), will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control over the whole of the undertaking SWS, a.s. ("SWS", Czech Republic) by way of purchase of shares. ([3])

(2) The business activities of the undertakings concerned are the following:

– ALSO is active in Europe in the wholesale of products in the fields of information and communication technology, consumer electronics, printing consumables, and related services, and to a more limited extent in the retailing of information and communication technology products and consumer electronics,

– SWS is mainly active in the wholesale of products in the fields of information and communication technology, consumer electronics and printing consumables in the Czech Republic and Slovakia.

(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(d) of the Commission Notice on a simplified treatment for 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]) OJ C, C/2024/4510, 12.7.2024.
([4]) OJ C 160, 5.5.2023, p. 1 (the 'Notice on a simplified treatment').

(4) For the reasons set out in the Notice on a simplified treatment, 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