PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9725 — Ardian/Groupe Cérélia)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 46/09)

1. On 31 January 2020, 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:

— Ardian France SA ('Ardian', FRANCE),

— Groupe Cérélia (FRANCE), via Osiris SAS.

Ardian acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Groupe Cérélia.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— Ardian France is a private equity firm that manages and advises investment funds with shareholdings in various companies around the world.

— Groupe Cérélia is an international group specialising in the manufacture and marketing of doughs and bakery products.

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 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.9725 — Ardian/Groupe Cérélia

([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:

E-mail: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

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