Prior notification of a concentration

(Case M.9288 — CACF/BBPM/Agos Ducato/ProFamily)

(Text with EEA relevance)

(2019/C 125/06)

1. On 29 March 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:

— CA Consumer Finance S.A. ('CACF', France), solely controlled by Crédit Agricole S.A. (France),

— Banco BPM S.p.A ('BBPM', Italy),

— Agos Ducato S.p.A. ('Agos Ducato', Italy), jointly controlled by CACF and BBPM,

— ProFamily S.p.A. ('ProFamily', Italy), a wholly owned subsidiary of BBPM.

CACF and BBPM acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control over ProFamily through Agos Ducato, a pre-existing joint venture company. ProFamily is currently exclusively controlled by BBPM.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— CACF is active in the consumer finance sector in France and several other European countries, as well as in China and Morocco,

— BBPM is a banking group mainly active in Italy,

— Agos Ducato operates in the consumer credit sector in Italy,

— ProFamily offers consumer credit products in Italy. The business of ProFamily that is not distributed through the banking network of BBPM is not part of the proposed concentration.

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:

M.9288 — CACF/BBPM/Agos Ducato/ProFamily

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

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

Fax +32 22964301

Postal address:

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

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').