EUROPEAN COMMISSION

Brussels, 26.7.2019
C(2019) 5796 final

PUBLIC VERSION

To the notifying party

Subject: **Case M.9429 — Sports Direct International/GAME Digital**
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 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Sports Direct International plc ('SDI', United Kingdom) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of GAME Digital plc ('GAME', United Kingdom) by way of a public bid announced on 5 June 2019.[3]

2. The business activities of the undertakings concerned are:

   – for SDI: sporting goods retailer, operating a diversified portfolio of sports, fitness, fashion and lifestyle brands,

   – for GAME: specialist retailer of gaming consoles, games and accessories, as well as digital content and other gaming-related products.

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(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

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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 Publication in the Official Journal of the European Union No C 232, 10.7.2019, p. 9.

4 OJ C 366, 14.12.2013, p. 5.

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4. For the reasons set out in the Notice on a simplified procedure, 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)
Johannes LAITENBERGER
Director-General