Prior notification of a concentration

(Case M.10339 —KKR/Landal)

(Text with EEA relevance)

(2022/C 123/09)

1. On 10 March 2022, 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:

— Sandy HoldCo B.V., ('Roompot', Netherlands), controlled by KKR & Co. Inc. ('KKR', US);

— Vacation Rental B.V. ('Landal', Netherlands).

Roompot acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Landal.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for KKR: a global investment firm that offers alternative asset management and capital markets and insurance solutions. Roompot, manages, operates and acts as a booking agent for holiday parks and campsites,

— for Landal: owner, manager and franchisor of holiday parks under the Landal GreenParks brand.

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.10339 — KKR/Landal

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').