V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.10848 – PERMIRA / H&F / ZENDESK)

Candidate case for simplified procedure

(Text with EEA relevance)

(2022/C 321/03)

1. On 17 August 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:

— Permira Holdings Limited ('Permira', Guernsey),

— Hellman & Friedman LLC ('H&F', U.S.A.),

— Zendesk, Inc. ('Zendesk', U.S.A.).

Permira and H&F will acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of Zendesk.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Permira is a private equity business engaged in the provision of investment management services to investment funds. Permira controls a number of portfolio companies which are active in a variety of sectors across a range of jurisdictions,

— H&F is a private equity investment firm focussing on investing in business franchises and serving as a partner to management in select industries including software & technology, financial services, healthcare, consumer & retail, and other business services,

— Zendesk is a software company providing software-as-a-service customer relationship management ('CRM') software designed to improve customer relationships.

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.

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

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.10848 – PERMIRA / H&F / ZENDESK

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

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