EUROPEAN COMMISSION

Brussels, 19.6.2019
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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9338 - PRIMONIAL / SAMSUNG SRA / BUILDING LUMIÈRE**
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 21 May 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which New Primonial Holding SAS ("Primonial", France) belonging to the Bridgepoint group (United Kingdom) and Samsung SRA Asset Management Co., Ltd ("SRA", South Korea), belonging to the Samsung group (South Korea) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of "Building Lumière" (France).[3]

2. The business activities of the undertakings concerned are:

   - for Primonial: wealth management services,
   - for SRA: general partner and manager of several real estate funds,
   - for "Building Lumière": a real estate property located in Paris

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

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.

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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 185, 29.05.2019, p. 22.

4 OJ C 366, 14.12.2013, p. 5.

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For the Commission

(Signed)
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