EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9258 - ANTA SPORTS PRODUCTS / FOUNTAINVEST CHINA CAPITAL PARTNERS GP3 / AMER SPORTS**
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 17 January 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which ANTA Sports Products Limited ('ANTA', Hong Kong) and FountainVest China Capital Partners GP3 Ltd. ('FountainVest', Cayman Islands) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of Amer Sport Oyj ('Amer Sports', Finland).[3]

2. The business activities of the undertakings concerned are:

   – for ANTA: development, manufacturing and marketing of ANTA sportswear series for the mass market in China of professional sporting products including footwear, apparel and accessories,

   – for FountainVest: private equity firm with a focus on investing in industry leading enterprises with significant growth potential. FountainVest has investments in consumer retail, media & technology, healthcare and industrials businesses,

   – for Amer Sports: development, manufacturing and marketing of sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor.

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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 31, 25.01.2019, p. 9.

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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]

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

4 OJ C 366, 14.12.2013, p. 5.