EUROPEAN COMMISSION

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PUBLIC VERSION

Cinven Limited
21 St James's Square, St James
SW1Y 4JZ London
United Kingdom

Subject: **Case M.11719 – CINVEN / VITAMIN WELL COMPANIES**
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 29 August 2024, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Cinven Limited ('Cinven', Guernsey), as the indirect manager and controller of the Eighth Cinven Fund, will acquire within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Rixile 2 Holding AB (Sweden), that is the holding company of the 'Vitamin Well Group'. The concentration is accomplished by way of purchase of shares. ([3])

(2) The business activities of the undertakings concerned are the following:

– Cinven is a private equity business controlling companies in a variety of sectors, including business services, consumer, financial services, healthcare, industrials and technology, media and telecommunications,

– The Vitamin Well Group is a functional food and beverage business, offering premium products for health-conscious and active consumers.

(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 paragraphs 5 (c) of the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004. ([4])

([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]) OJ C, C/2024/5474, 9.9.2024.
([4]) OJ C 160, 5.5.2023, p. 1 (the 'Notice on a simplified treatment').

(4) For the reasons set out in the Notice on a simplified treatment, 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)
Olivier GUERSENT
Director-General