C/2024/7088

22.11.2024

Prior notification of a concentration

(Case M.11770 – TPG / GENERAL ATLANTIC / MR MALLOUK / CREATIVE PLANNING)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2024/7088)

1. On 12 November 2024, 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:

— TPG Inc. ('TPG', United States),

— General Atlantic, L.P. ('GA', United States),

— Peter Mallouk ('Mr. Mallouk', United States),

— Creative Planning Holdco, LLC ('Creative Planning', United States), currently jointly controlled by GA, and Mr. Mallouk.

TPG, GA, and Mr. Mallouk will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Creative Planning.

The concentration is accomplished by way of purchase of securities.

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

— TPG: global alternative asset management firm,

— GA: global private equity firm providing capital and strategic support for growth companies,

— Mr. Mallouk: natural person currently exercising a controlling interest over Creative Planning,

— Creative Planning: wealth and investment management firm that provides a financial planning led investment management approach, retirement planning, estate planning, trust services, tax planning and family office services for individuals as well as 401(k) and institutional clients.

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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.11770 – TPG / GENERAL ATLANTIC / MR MALLOUK / CREATIVE PLANNING

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

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