PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9660 – Google/Fitbit)

(Text with EEA relevance)

(2020/C 210/09)

1. On 15 June 2020, 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:

— Google LLC ('Google') (USA),

— Fitbit, Inc ('Fitbit') (USA).

Google acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Fitbit.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Google: multinational technology company active in a wide range of product areas including online advertising technology, internet search, cloud computing, software, and hardware. Amongst other products and services, Google develops a licensable OS for smartwatches and a health and fitness app,

— for Fitbit: development, manufacturing and distribution of wearable devices, software, and services in the health and wellness sector. Its range of wearable devices includes fitness trackers and smartwatches. Fitbit's software and services offering includes an online dashboard and mobile app developed for use with its wearable devices.

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.

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.9660 – Google/Fitbit

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

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

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