V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9793 – Permira/Sneakers Maker) –

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 148/04)

1. On 23 April 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:

— Permira Holdings Limited ('Permira', Channel Islands),

— Sneakers Maker SpA ('Sneakers Maker', Italy).

Permira will acquire within the meaning of Article 3(1)(b) of the Merger Regulation, sole control of Sneakers Maker.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— Permira: is a private equity business engaged in the provision of investment management services to a number of investment funds. Permira controls a number of portfolio companies active in a variety of sectors, including in footwear and apparel such as Dr Martens and Reformation,

— Sneakers Maker: is a holding company that owns the entire share capital of Golden Goose S.p.A., a manufacturer and supplier of luxury footwear and apparel.

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 procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ([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.

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

M.9793 – Permira/Sneakers Maker

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

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

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