C/2026/5191

8.10.2026

Prior notification of a concentration

(Case M.12618 – QVP / NEURON / ROBERT DYCZKOWSKI / BARTOLOMIEJ ROMANSKI / RTB)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/5191)

1. On 28 September 2026, 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:

— QVP II S.C.A ('QVP', Luxembourg), controlled by Paweł Chodaczek, a Polish citizen,

— Neuron HoldCo Limited ('Neuron', Jersey), controlled by Cinven Limited ('Cinven', United Kingdom),

— RTB House HoldCo sp. z o.o. ('RTB', Poland),

— Robert Dyczkowski, a Polish citizen,

— Bartłomiej Romański, a Polish citizen.

QVP, Neuron, Robert Dyczkowski and Bartłomiej Romański will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of RTB.

The concentration is accomplished by way of contract or any other means.

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

— QVP is an investment vehicle controlled by Paweł Chodaczek, a Polish citizen, and it invests in companies in different sectors, including in technological companies,

— Neuron is a holding company controlled by Cinven, a private equity business engaged in the provision of investment management services to a number of investment funds,

— RTB is a global provider of innovative technology used to purchase advertising space in the Real Time Bidding auction model, which uses deep learning algorithms to allow its clients to deliver the relevant digital advertising campaigns,

— Robert Dyczkowski is a Polish citizen, a founder of RTB and the chairman of RTB's management board,

— Bartłomiej Romański is a Polish citizen, a founder of RTB and a member of RTB's management board.

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 concentration 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.12618 – QVP / NEURON / ROBERT DYCZKOWSKI / BARTOLOMIEJ ROMANSKI / RTB

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

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË