Prior notification of a concentration

(Case M.10421 — Primonial/Société Générale/OPG Window)

Candidate case for simplified procedure

(Text with EEA relevance)

(2021/C 370/07)

1. On 7 September 2021, 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:

— Primonial Real Estate Investment Management ('Primonial REIM', France), controlled by Bridgepoint group ('Bridgegroup', UK) and Latour Group ('Latour', France);

— Sogécap (France), controlled by Société Générale group ('Société Générale', France); and,

— OPG Window (France).

Primonial REIM and Sogécap acquire within the meaning of Articles 3(1)(b) of the Merger Regulation joint control of the whole of the Target Asset.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Primonial REIM: real estate investments including research, development, and distribution of structured investment solutions, assets, and real estate investment management services;

— for Sogecap: life insurance savings and protection products offered to Société Générale's Retail and Private Banking networks;

— for OPG Window: real estate asset known as the 'Window' building located at 19 Parvis de La Défense, Puteaux, France (92).

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.10421 — Primonial/Société Générale/OPG Window

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

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

Fax +32 22964301

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

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