C/2026/3947

21.7.2026

Prior notification of a concentration

(Case M.12496 – NASPERS / EMAG)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/3947)

1. On 14 July 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:

— Naspers Limited ('Naspers', South Africa), the parent company of Prosus N.V. ('Prosus', Netherlands) and its indirectly wholly owned subsidiary MIH B2C Holdings B.V. ('MIH', Netherlands),

— Dante International S.A. ('eMAG', Romania), currently controlled by Mr. Iulian Gabriel Stanciu ('Mr. Stanciu', Romania) and Naspers, through Prosus and MIH.

Naspers, through Prosus and MIH, will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of eMAG.

The concentration is accomplished by way of purchase of shares.

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

— Naspers is a global consumer internet group and a multinational holding company. Its subsidiary Prosus is a globally active consumer internet group and technology investor whose portfolio companies are active in food delivery, eCommerce, fintech, classified advertising and edtech across the EEA and worldwide,

— eMAG is a retailer and also intermediates the selling of electronics, cosmetics, pet shop products, and other products in Romania and with other operations in Bulgaria and Hungary.

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.

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

M.12496 – NASPERS / EMAG

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

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