EUROPEAN COMMISSION

Brussels, 12.12.2018
C(2018) 8898 final

PUBLIC VERSION

To the notifying party

Subject: **Case M.9189 – CERBERUS GROUP / STAPLES UK LIMITED / MARKE CREATIVE MERCHANDISE**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 16 November 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which The Cerberus Group (USA, "Cerberus") acquires, through its subsidiary Staples UK Limited, within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Marke Creative Merchandise Ltd. (USA, "Marke"), from Staples Promotional Products Canada Limited, a subsidiary of Staples, Inc. by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – Cerberus is a private investment firm which is active in diverse industries worldwide,

   – Marke is globally active in the provision of creative brand merchandising solutions in numerous industries including automotive, financial services, beverages, logistics, technology and retail.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(c) of

---

1 OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

2 OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

3 Publication in the Official Journal of the European Union No C 428, 27.11.2018, p. 5.

Commission européenne, DG COMP MERGER REGISTRY, 1049 Bruxelles, BELGIQUE
Europese Commissie, DG COMP MERGER REGISTRY, 1049 Brussel, BELGIË

Tel: +32 229-91111. Fax: +32 229-64301. E-mail: COMP-MERGER-REGISTRY@ec.europa.eu.

the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Johannes LAITENBERGER
Director-General

4 OJ C 366, 14.12.2013, p. 5.