C/2024/1806

28.2.2024

Prior notification of a concentration

(Case M.11474 – HPS / BERLIN BRANDS GROUP)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2024/1806)

1. On 19 February 2024, 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:

— HPS Investment Partners, LLC (United States of America, 'HPS');

— Berlin Brands Group Holding GmbH (Germany, 'BBG').

HPS will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of BBG.

The concentration is accomplished by way of purchase of shares.

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

— HPS a global investment firm.

— BBG designs and develops consumer goods, in particular electrical appliances and consumer electronics and sells these products via its own online stores, third-party operated marketplaces, and other sales channels.

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 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.11474 – HPS / BERLIN BRANDS GROUP

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

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