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PUBLIC VERSION

Koninklijke Jumbo Food Group B.V.
Rijksweg 15,
5462 CE Veghel
The Netherlands

Vermaat Groep B.V.
Produktieweg 1,
3401 MG IJsselstein
The Netherlands

Subject: **Case M.11626 – JUMBO / VERMAAT / LA PLACE**
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 19 July 2024, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which Koninklijke Jumbo Food Group B.V. ('Jumbo', Netherlands), controlled by Stichting Jumbo Groep (Netherlands) and Vermaat Retail B.V. ('Vermaat', Netherlands), controlled by Bridgepoint Group plc (United Kingdom), will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control over the whole of the undertaking La Place B.V. ('La Place', Netherlands), controlled by Jumbo, by way of purchase of shares. ([3])

(2) The business activities of the undertakings concerned are the following:

– Jumbo operates supermarkets in the Netherlands and Belgium. It also sells daily consumer goods online through Jumbo.com;

– Vermaat provides foodservices in the Netherlands, Belgium and Germany. It also owns convenience/food stores and operates as a franchisee 41 La Place restaurants in the Netherlands.

([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]) OJ C, C/2024/4776, 29.7.2024.

(3) The business activities of the undertaking La Place are in the Netherlands and consist of operating its own La Place restaurants and the La Place franchise services.

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

(5) For the reasons set out in the Notice on a simplified treatment, 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)
Olivier GUERSENT
Director-General

([4]) OJ C 160, 5.5.2023, p. 1 (the 'Notice on a simplified treatment').