C/2025/2948

23.5.2025

Prior notification of a concentration

(Case M.12008 – REITAN RETAIL / NORWEGIAN / STRAWBERRY / SPENN)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2025/2948)

1. On 15 May 2025, 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:

— Reitan Retail AS ('Reitan Retail', Norway),

— Norwegian Reward AS ('Norwegian Reward', Norway), controlled by Norwegian Air Shuttle A.S.A ('Norwegian', Norway),

— Strawberry Club AS ('Strawberry Club', Norway), a subsidiary of Strawberry Holding AS ('Strawberry', Norway)

— Spenn Group AS ('Spenn', Norway) presently jointly controlled by Norwegian Reward and Strawberry Club.

Reitan Retail, Norwegian Reward and Strawberry Club will acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of Spenn.

The concentration is accomplished by way of purchase of shares.

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

— Reitan Retail holds operations in the grocery, convenience, mobility fuel and energy, and car wash sectors across the Nordic and Baltic countries,

— Norwegian Reward operates a customer loyalty programme for Norwegian's airline customers,

— Strawberry Club operates a customer loyalty programme for Strawberry's hotel customers,

3. The business activities of Spenn are the following: Spenn operates a multi-partner platform that facilitates the collection and redemption of loyalty points in the Nordic countries.

4. 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.

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

5. 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.12008 – REITAN RETAIL / NORWEGIAN / STRAWBERRY / SPENN

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