Prior notification of a concentration

(Case M.10686 – LOV GROUP / BETCLIC EVEREST GROUP)

Candidate case for simplified procedure

(Text with EEA relevance)

(2022/C 208/06)

1. On 13 May 2022, 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:

— Lov Group Invest ('Lov Group', France),

— Betclic Everest Group ('BEG', France), currently owned by Lov Group and Société des Bains de Mer de Monaco ('SBM', Monaco).

Lov Group will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of BEG.

The concentration is accomplished by way of purchase of shares.

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

— Lov Group: investment firm mainly active in the production of audio-visual content, the online gambling sector through its currently jointly controlled subsidiary BEG as well as in the luxury hotel and food sectors,

— BEG: provision of online sports betting, casino games, poker and horse racing.

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 procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004 ([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.10686 – LOV GROUP / BETCLIC EVEREST GROUP

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.