Prior notification of a concentration

(Case M.9473 — KIRKBI/Blackstone/CPPIB/Merlin)

Candidate case for simplified procedure

(Text with EEA relevance)

(2019/C 323/07)

1. On 20 September 2019, 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:

— KIRKBI Invest A/S ('KIRKBI', Denmark),

— The Blackstone Group Inc. ('Blackstone', United States),

— Canada Pension Plan Investment Board ('CPPIB', Canada),

— Merlin Entertainments PLC ('Merlin', United Kingdom).

KIRKBI, Blackstone and CPPIB acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the whole of Merlin.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for KIRKBI: holding and investment company which owns LEGO A/S active in the development, production, and sale of toys and play-based training materials,

— for Blackstone: global asset management,

— for CPPIB: investment management,

— for Merlin: owner of theme and amusement parks and visitors attractions.

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 the 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.9473 — KIRKBI/Blackstone/CPPIB/Merlin

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.