EUROPEAN COMMISSION

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PUBLIC VERSION

Salling Group A/S
Rosbjergvej 33
Arslev
8220 Brabrand
Denmark

Subject: **Case M.11950 – SALLING GROUP / RIMI BALTIC**
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 4 April 2025, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which Salling Group A/S ('Salling Group', Denmark), controlled by Købmand Herman Sallings Fond and Købmand Ferdinand Sallings Mindefond (Denmark) will acquire within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Rimi Baltic AB ('Rimi Baltic', Sweden), controlled by ICA Gruppen AB (Sweden). The concentration is accomplished by way of purchase of shares and assets. ([3])

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

– Salling Group is a Danish retail group that operates supermarkets, department stores, discount stores and hypermarkets in Denmark under the chain concepts Netto, føtex and Bilka. Salling Group also operates grocery stores in Germany and Poland,

– Rimi Baltic is a daily consumer goods retailer operating four retail chains in Estonia, Latvia, and Lithuania: Rimi Hyper, Rimi Super, Rimi Mini and Rimi Express. As part of its retail activities, Rimi Baltic has a real estate portfolio consisting of properties in Estonia, Latvia, and Lithuania.

([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/2025/2294, 15.4.2025.

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

(4) 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
Directorate-General for Competition

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