EUROPEAN COMMISSION

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PUBLIC VERSION

Reitan Retail AS
Gladengveien 2
NO-0661 Oslo
Norway

Norwegian Reward AS
Oksenøyveien 3
N0-1366 Lysaker
Norway

Strawberry Club AS
Frederik Stangs gate 22,
NO-0264 Oslo
Norway

Subject: **Case M.12008 – REITAN RETAIL / NORWEGIAN / STRAWBERRY / SPENN**
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 15 May 2025, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which Reitan Retail AS ('Reitan Retail', Norway), Norwegian Reward AS ('Norwegian Reward', Norway), controlled by Norwegian Air Shuttle A.S.A ('Norwegian', Norway), and Strawberry Club AS ('Strawberry Club', Norway), a subsidiary of Strawberry Holding AS ('Strawberry', Norway), will acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of Spenn Group

([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').

AS (‘Spenn’, Norway), presently jointly controlled by Norwegian Reward and Strawberry Club, by way of purchase of shares. ([3])

(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) Spenn operates a multi-partner platform that facilitates the collection and redemption of loyalty points in the Nordic countries.

(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 (c) 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
Directorate-General for Competition

([3]) OJ C, C/2025/2948, 23.5.2025.
([4]) OJ C 160, 5.5.2023, p. 1 (the ‘Notice on a simplified treatment’).