EUROPEAN COMMISSION

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PUBLIC VERSION

Groupe Bruxelles Lambert SA
Avenue Marnix 24
1000 Brussels
Belgium

Subject: **Case M.10125 — GBL/Canyon**
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 27 January 2021, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Groupe Bruxelles Lambert SA ("GBL", Belgium) acquire(s) within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Canyon Bicycles GmbH ("Canyon", Germany) by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for GBL: investing in global companies operating in various sectors, mainly in Europe, as an investment holding company,

   – for Canyon: developing, producing and distributing mountain bikes, road bikes, triathlon bikes, urban bikes and commuter bikes as well as related components/parts, bike accessories and apparel.

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 Publication in the Official Journal of the European Union No C 39, 4.2.2021, p. 23.

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

4. For the reasons set out in the Notice on a simplified procedure, 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

4 OJ C 366, 14.12.2013, p. 5.