

***Case No COMP/M.4676 -
PPR / PUMA***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 14/06/2007

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 14.06.2007

SG-Greffe(2007) D/20358

PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party

Dear Madam(s) and/or Sir(s),

**Subject: Case No. COMP/M.4676 – PPR / PUMA
Notification of 07/05/2007 pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹
Publication in the Official Journal of the European Union No. C112,
22.05.2007, p.17**

1. On 7/05/2007, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which the undertaking PPR S.A. ("PPR", France) acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking PUMA Aktiengesellschaft Rudolf Dassler Sport ("PUMA", Germany) by way of purchase of shares and public bid announced on 10/04/2007.
2. The business activities of the undertakings concerned:
 - for PPR: retail and luxury goods;
 - for PUMA: production, wholesale and retail sale of sport and sport-lifestyle products,

¹ OJ L 24, 29.1.2004 p. 1

including footwear, apparel and accessories.

3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph c, of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004².
4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission
signed
Philip LOWE
Director General

² OJ C 56, 05.3.2005 p.32