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**COMP/M.5071 - AAC / POLARIS / BABYSAM**

## **SECTION 1.2**

### **Description of the concentration**

On 29 February 2008, the Commission received a notification of a proposed concentration whereby the equity funds AAC Capital Partners and Polaris Private Equity will jointly acquire and control BabySam.

BabySam is a Danish chain of independent retail outlets selling baby equipment including baby furniture, baby toys, baby carriages and baby clothing. The acquisition includes the baby carriage producer Odder Barnevognsfabrik A/S and a part of the sourcing partnership Nordic Baby Group AB.

The relevant markets in relation to the concentration are the Danish retail market for baby equipment and the EEA-wide market for the production of baby carriages. There are no horizontal or vertical overlaps between the parties to the concentration.