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COMP/M.5266 – Bertelsmann / 3i / BUY VIP

SECTION 1.2

Description of the concentration

On 19 August 2008, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which Bertelsmann, 3i, Mr Gustavo García Brusilovsky and Mr Gerald Heydenreich acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the whole of the undertaking Buy Vip by way of purchase of shares and acquisition of veto rights.

The business activities of the undertakings concerned are:

- Bertelsmann is an international media company encompassing activities in television (RTL Group), book publishing (Random House), magazine publishing (Gruner + Jahr), music (Sony BMG), media services (Arvato), as well as book and media clubs (DirectGroup);
- 3i is an international private equity house and venture capital company providing management advice and management to investment funds;
- both Mr Gustavo García Brusilovsky and Mr Gerald Heydenreich, through their respective companies, provide consulting business services; and
- Buy Vip S.L. is a Spanish company founded in 2005 active in the e-commerce sector. Buy Vip's activity consists in the online selling of consumer products in Germany, Italy and Spain.

Pursuant to the Commission Notice on a simplified procedure for the treatment of certain concentrations under Council Regulation (EC) No 139/2004, it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.