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COMP/M. 5474 – LAGARDERE / SUMITOMO / HFG

SECTION 1.2

Description of the concentration

On 13 February 2009, the European Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) 139/2004 (“**EC Merger Regulation**”) by which the undertakings Hachette Filipacchi Press (“**HFP**”), a subsidiary of the media group Lagardère, and Sumitomo Corporation (“**Sumitomo**”) contemplate the transfer to Sumitomo of 34% of the shares of HFP’s Japanese subsidiary Hachette FujinGaho (“**HFG**”). Pursuant to EC competition law and practice, this transaction would lead to the establishment of a joint control by Lagardère and Sumitomo over HFG.

HFP is a worldwide publisher of consumer magazines which is also engaged in the sale of advertising. Its mother company, Lagardère, is a worldwide media group active in various sectors such as book and magazine publishing, radio and TV broadcasting, film and TV production and distribution, advertising sales brokerage, website publishing, travel retail and brokerage and management of sport-related rights.

Sumitomo is active in various sectors such as metal products, transportation and construction systems, chemicals and electronics or mineral resources in Japan and around the world through its subsidiaries and related companies.

HFG is currently active in the publishing of female fashion and lifestyle magazines (such as *Elle*, *25 ans*, *Marie Claire*, *FujinGaho* and *Men's Club*) and related printed and web publications in Japan. The purpose of the transaction is to allow HFG to develop under its brands additional activities, such as distance selling of female fashion products, based on the know-how and activities of the Media, Network and Lifestyle Retail Business Unit of Sumitomo.

HFG is and would remain active in Japan exclusively.