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COMP/M.6892-BRIDGEPOINT / ORLANDO / BERGAMOTTO / VIMA DUE

SECTION 1.2

Description of the concentration

1. On 18 March 2013, the European Commission received notification of a proposed concentration pursuant to Article 4 of the EC Merger Regulation by which Bergamotto S.p.A (“**Bergamotto**”), under sole control of Bridgepoint Advisers Group Limited (“**Bridgepoint**”) and currently leasing a number of stores from Vima Due S.r.l. (“**Vima Due**”), shall become subject to the direct sole control of the full-function joint venture Limoni S.p.A. (“**Limoni**”), which in turn is controlled by Bridgepoint and Orlando Italy Management S.A. (“**Orlando**”), within the meaning of Article 3(1)(b) of the EC Merger Regulation, by means of a lease by Limoni from Bergamotto of the entire business of Bergamotto and Vima Due.
2. The primary business activities of the undertakings concerned are:
 - Bridgepoint provides private equity to established companies in a broad range of sectors (including business services, consumer, financial services, healthcare, manufacturing and industrials, media and technology) to fund buy-outs, buy-ins, growth and public-to-private transactions.
 - Orlando is an independent private equity firm advising and supporting institutional investors in identifying and acquiring potential portfolio companies. Orlando also acts as the General Partner of Orlando Italy Special Situations SICAR S.C.A. (Luxembourg), a company active in investments in the risk capital of companies.
 - Limoni is mainly active in the retail distribution of perfumes and cosmetic products, principally in Italy.
 - Bergamotto and Vima Due are active in the retail distribution of perfume and cosmetic articles in Italy.