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**COMP/M.7036**

## **SECTION 1.2**

### **Description of the concentration**

The proposed concentration concerns the acquisition of shares in Mediafy AB (“Mediafy”) by Aller Media AB (“Aller Media”) and Egmont Holding AB (“Egmont”). Mediafy is currently under the sole control of Bonnier Tidskrifter Aktiebolag (“Bonnier”) and in 2012 its sales amounted to approx. EUR 7.6 million. As a result of the acquisition, there will be a change of control over Mediafy from sole control by Bonnier to joint control by Bonnier, Aller Media and Egmont.

The parties' activities are as follows.

- Bonnier: the publication and distribution of periodicals including weekly and monthly magazines, specialty magazines, and lifestyle magazines.
- Aller Media: publishing periodicals, in particular weekly magazines.
- Egmont: Holding company for the Swedish companies that form part of the Egmont group, including Egmont Tidskrifter AB, which is active in publishing weekly and monthly magazines.
- Mediafy: owns and operates online magazine subscription websites.

The rationale for the acquisition is to jointly invest in the development of the online products and services offered by Mediafy.

The parties consider that the proposed concentration will not lead to a significant impediment of effective competition within the internal market or a substantial part of it.