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**COMP/M. 7097 BRIDGEPOINT / ORLANDO / LA GARDENIA BEAUTY**

**SECTION 1.2**

**Description of the concentration**

1. On 18 November 2013, the European Commission received notification of a proposed concentration pursuant to Article 4 of the EC Merger Regulation by which Bridgepoint Advisers Group Limited ("**Bridgepoint**") and Orlando Italy Management S.A. ("**Orlando**") will acquire joint control over La Gardenia Beauty S.p.A. ("**La Gardenia**") within the meaning of Article 3(1)(b) of the EC Merger Regulation. La Gardenia is currently under the indirect sole control of Orlando.
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, industrials and media) 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.
  - La Gardenia is active in the retail distribution of perfumes and cosmetic products in Italy.