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**M.7279 - APOLLO / ENDEMOL**

**SECTION 1.2**

**Description of the concentration**

This notification relates to the proposed acquisition of sole control within the meaning of Article 3(1)(b) of Regulation (EC) No. 139/2004 by affiliates of Apollo over Endemol.

Affiliates of Apollo invest in companies and debt issued by companies involved in various businesses throughout the world. Examples of current investments include, *inter alia*, companies in the chemical, cruise line, logistics, paper, packaging, and metals businesses.

Endemol is a Dutch company that focuses its activities mainly on the independent production and sale of TV programmes.

The business activities of the undertakings concerned are:

- for the Apollo Group: portfolio investments;
- for Endemol: TV content programming and licensing.