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**M.7551 - ADVENT / HYPO GROUP ALPE ADRIA AG (SOUTHEAST EUROPE BANKING NETWORK)**

**SECTION 1.2**

**Description of the concentration**

- (1) On 28 April 2015, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004<sup>1</sup> by which the undertaking Advent International Corporation ('Advent', United States of America) will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the undertaking Hypo Group Alpe Adria AG ('HGAA', Austria).

The business activities of the undertakings concerned are:

- for Advent: global private equity investor in various sectors, including media, communications, financial services, information technology, retail, industrial and pharmaceuticals;
  - for HGAA: (i) banking business with retail, corporate and public customers and a focus on providing all common standard banking services and (ii) leasing business in Croatia, Federation of Bosnia and Herzegovina, Montenegro, Republika Srpska, Serbia and Slovenia;
- (2) The Parties submit that the proposed Transaction does not raise doubts as to its compatibility with the EU Merger Regulation and that it is a candidate case for simplified procedure.<sup>2</sup>

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<sup>1</sup> OJ L 24, 29.1.2004, p. 1 (the 'EC Merger Regulation').

<sup>2</sup> OJ C 366, 14.12.2013, p. 5 ('Notice on Simplified Procedure').  
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