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M.7865 - LOV GROUP INVEST / DE AGOSTINI / JV

SECTION 1.2

Description of the concentration

The proposed transaction consists in the creation by Lov Group Invest SAS (“**Lov Group**”) and De Agostini S.p.A. (“**De Agostini**”) of a full-function joint venture to which they will contribute their respective businesses mainly active in the production and distribution of content for television and multimedia platforms, namely Banijay and Zodiak Media, as well as Lov Group’s participations in My Major Company and Bamago, a participative music label (the “**Transaction**”).

Lov Group is a French holding company created in 2007 and owned by Mr. Stéphane Courbit. It is active in a range of sectors, including television production, online gambling, crowdfunding, luxury hotels and the energy industry.

De Agostini is an Italian family-owned private company active worldwide in the publishing, media, games and finance sectors.

The markets concerned by the Transaction are the production of general entertainment content and the licensing of broadcasting rights for general entertainment content.

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