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M.8431 - OMERS / AIMCO / VUE / DALIAN WANDA GROUP / UCI ITALIA / JV

SECTION 1.2

Description of the concentration

The Commission received a notification of a proposed concentration by which The Space Cinema 1 S.p.A. (TSC) controlled by Vue International Holdco Limited, and UCI Italia S.p.A. (UCI Italia) ultimately controlled by the Dalian Wanda Group, will create a full-function joint venture (Joint Venture) within the meaning of Article 3(4) of Council Regulation (EC) 139/2004.

- i. TSC is active in cinema exhibition services in Italy where it operates 36 cinemas.
- ii. UCI Italia is active in cinema exhibition services in Italy where it operates 48 cinemas.
- iii. Joint Venture will provide cinema advertising services in the Italian market. It is currently foreseen that the Joint Venture will only sell on-screen and BTL advertising.