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M.8454 - KKR / PELICAN ROUGE

SECTION 1.2

Description of the concentration

The Commission has received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 (the “EUMR”). On 5 July 2017, Selecta Group B.V. (Selecta) notified its intention to acquire indirect sole control of Pelican Rouge B.V. (“Pelican Rouge”) by way of purchase of shares. The transaction is a concentration within the meaning of Article 3(1) of the EUMR.

The areas of activities of the undertakings concerned by the notified concentration are as follows:

- (i) Selecta – Selecta is a private company registered in Switzerland and a controlled portfolio company of KKR & Co. L.P. (“KKR”), active in the provision of vending services in Europe in both public and private settings, such as the sell or lease of vending machines, the sale of consumables used to stock vending machines and other related supplies, as well as stocking and maintenance of vending machines, for both food and beverage vending.
- (ii) KKR – KKR is a global investment firm headquartered in the United States of America which offers a broad range of alternative asset management services to public and private market investors and provides capital markets solutions for the firm, its portfolio companies and clients.
- (iii) Pelican Rouge – Pelican Rouge is a private company headquartered in the Netherlands active in the supply, installation and operation of vending equipment and beverage systems and provision of vending ingredients in Europe.