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M.8600 - ARTSANA / PRENATAL RETAIL GROUP

SECTION 1.2

Description of the concentration

The proposed concentration consists in a change from joint control to sole control of Prénatal Retail Group by Artsana.

Prénatal Retail Group is currently jointly controlled by Artsana and Giochi Preziosi, which both own 50% of its share capital. With the proposed transaction, Artsana is acquiring from Giochi Preziosi its 50% shareholding in Prénatal Retail Group.

Artsana supplies a wide range of baby care products under the brands *Chicco* and *Boppy*, and health care products under the brands *PIC Solution*, *Dr. Marcus*, and *Control*. Artsana is also active in the retail of baby care products and toys via *Chicco* retail stores and Prénatal Retail Group.

Prénatal Retail Group is active in the retail sale of baby products and toys through the specialized stores *Prénatal*, *Bimbo Store*, *Toys Center* and *King Jouet*.