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M.8710 - JD / SONAE MC / BALAIKO / JDSH / SPORT ZONE

SECTION 1.2

Description of the concentration

This notification concerns the following undertakings:

- JD Sports Fashion Plc (“JD”), controlled by Pentland Group, a privately held British company owned by Mr. Stephen Rubin and family;
- Balaiko Firaja Invest, S.L. (“Balaiko”), wholly owned by Mr. Ángel Segarra Soria, Mr. Silvestre Segarra Soria, Mr. David Segarra Soria, Mr. Silvestre Segarra Llidó and Ms. Emilia Soria Espejo;
- Sonae MC – Modelo Continente, SGPS, S.A. (“Sonae MC”), indirectly controlled by Efanor Investimentos SGPS, SA, which is controlled by Mr. Belmiro Mendes de Azevedo;
- JD Sprinter Holdings 2010, S.L. (“JDSH”), controlled by JD and Balaiko;
- SDSR – Sports Division SR, S.A. (“SPZ”), controlled by Sonae MC.

The proposed concentration concerns the acquisition by JDSH of the shares in SPZ and the simultaneous acquisition by Sonae MC of a shareholding in JDSH, as a result of which JDSH (the JV) will be jointly controlled by JD, Balaiko and Sonae MC within the meaning of Article 3(1)(b) and 3(4).

The business activities of the undertakings concerned are:

- JD: retail of sports apparel and footwear; operation of fitness centers in the UK. JD is controlled by Pentland Group, which is active in the wholesale supply of branded outdoor products to outdoor retailers.
- Balaiko: investment vehicle wholly owned by Mr. Ángel Segarra Soria, Mr. Silvestre Segarra Soria, Mr. David Segarra Soria, Mr. Silvestre Segarra Llidó and Ms. Emilia Soria Espejo.
- Sonae MC: retail and wholesale trade in food and non-food products and management of related real estate assets; other companies solely or jointly controlled by Efanor Investimentos: telecommunications, media and technology; development, holding and management of shopping centers; tourism, hospitality, fitness, energy, refrigeration & HVAC; venture capital investment in technology start-ups; manufacture of wood-based products.
- JDSH: retail trade in sports goods in Portugal and Spain under the banner brands JD, size? and Sprinter.
- SPZ: retail trade in sports goods in Portugal and Spain under the banner brand Sport Zone.

The JV will be active in the retail trade in sports goods in Portugal and Spain.