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**M.8836 – 3I / SITS**

## **SECTION 1.2**

### **Description of the concentration**

3i, through Crown BidCo, envisages to acquire sole control – for EU merger control purposes – over Sits Holding B.V. ("**Target**").

3i is an international investor and investment management business focused on midmarket private equity and infrastructure investments. 3i's principal activities are originating and making investments using its own and third-party managed funds and subsequently managing those investments. 3i is headquartered in London. 3i is listed on the London Stock Exchange and is a constituent of FTSE 100.

Target and its subsidiaries operate business activities in the market for personal care products under the name Royal Sanders. Target is a Dutch manufacturer of personal care products primarily for retailers and brand owners in a wide range of product categories, such as bath and shower, body care and deodorant. In addition to its private label and contract manufacturing activities, Target owns a portfolio of branded personal care products, including Van Gils, Sanicur and Odorex.