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M.9056 • GENERALI CEE / AS

SECTION 1.2

Description of the concentration

- (1) On 5 November 2018, the European Commission received the notification of a proposed concentration pursuant to Art. 3(1)(b) of the Council Regulation (EC) No. 139/2004 under which Generali CEE Holding B.V. ("**Generali CEE**"), a wholly-owned subsidiary of Assicurazioni Generali S.p.A., intends to acquire direct sole control over Adriatic Slovenica, Zavarovalna družba, d.d. ("**AS**") and indirect control over its subsidiaries.
- (2) The primary business activities of the undertakings concerned are:
 - (a) **Generali CEE:** Generali CEE is active in the provision of life and non-life insurance and related financial services in the CEE region, where it is responsible for the operations of a group of companies.
 - (b) **AS:** AS, together with its subsidiaries, is active in the life and non-life insurance as well as asset management services in Slovenia and Croatia. Outside the EEA, AS is active in the provision of asset management services in Macedonia.

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