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M.9189 — Cerberus Group/Marke Creative Merchandise

SECTION 1.2

Description of the concentration

- (1) The notified concentration involves the proposed acquisition of sole control by the Cerberus Group of Marke Creative Merchandise Ltd within the meaning of Article 3(1)(b) of the EU Merger Regulation.
- (2) The Cerberus Group is a private investment firm based in New York City, USA which is a leader in alternative investments across complementary credit, private equity and real estate platforms in diverse industries worldwide. Although no particular industry constitutes a significant proportion of the Cerberus Group's turnover, some of the main sectors in which the undertakings controlled by the Cerberus Group generate turnover are financial services, manufacturing, building materials, retailing, and real estate.
- (3) Marke Creative Merchandise Ltd, a subsidiary of Staples, Inc., with its registered office located in Mitcham, United Kingdom, specialises in the provision of creative brand merchandising solutions in numerous industries including automotive, financial services, beverages, logistics, technology and retail. Marke provides services in North America, Latin America, Europe, the Middle East, Africa and Asia Pacific.