

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

M. 9288 - CACF / BBPM / AGOS DUCATO / PROFAMILY

SECTION 1.2

Description of the concentration

The present notification concerns the acquisition of the entire share capital of ProFamily S.p.A. (“**ProFamily**”) from Banco BPM S.p.A. (“**BBPM**”) by Agos Ducato S.p.A. (“**Agos**”), a joint venture between CA Consumer Finance (“**CACF**”) and BBPM.

The Transaction is aimed at reorganising and reinforcing the Parties’ partnership in the consumer credit sector by centralising their consumer credit activities in Italy into Agos.

CACF is a French company, part of the Crédit Agricole Group, active through its subsidiaries and joint ventures in the consumer finance sector in France and in other 16 countries in Europe, as well as in China and Morocco. BBPM is an Italian banking group active mainly in Italy. ProFamily is a fully-owned subsidiary of BBPM operating in the consumer credit sector in Italy. Agos is a joint venture between CACF and BBPM active in the consumer credit sector in Italy.