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M.9429 – SPORTS DIRECT INTERNATIONAL / GAME DIGITAL

SECTION 1.2

Description of the concentration

The proposed concentration involves the potential acquisition by Sports Direct plc of GAME Digital plc by means of a public bid.

Sports Direct plc is a public limited company, listed on the London Stock Exchange. It is the UK's largest sporting goods retailer. It operates a diversified portfolio of sports, fitness, fashion and lifestyle fascias in over twenty countries.

GAME Digital plc is a public limited company, listed on the London Stock Exchange. It is a specialist retailer of gaming products to consumers in the UK and Spain and also operates live gaming and esport arenas.