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**M.9698 - PLATINUM EQUITY GROUP/ BISCUIT INTERNATIONAL**

**SECTION 1.2**

**Description of the concentration**

Platinum, a wholly owned affiliate of the Platinum Equity Group, will acquire sole control of BI within the meaning of Article (3)(1)(b) of Council Regulation (EC) No 139/2004.

Platinum Equity Group specialises in the merger, acquisition and operation of companies that provide services and solutions to customers in a broad range of businesses, including information technology, telecommunications, logistics, metal services, manufacturing and distribution.

BI is headquartered in Paris, France. BI is a European manufacturer of biscuits and cakes, controlled by Qualium a French private equity investment firm, which invests across multiple industries and sectors, and is only active in the biscuits and cakes sector through BI. BI has specific expertise on private label products, although it is also active in co-manufacturing. BI manufactures biscuits and cakes across a network of 20 factories located in five countries in Europe (including Spain, France, Germany, the Netherlands and UK) and employs approximately 1.900 people. BI operates primarily in Europe, but also has limited activities in the US and in Africa, Asia Pacific and Latin America.