

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. 9793 - PERMIRA / SNEAKERS MAKER

SECTION 1.2

Description of the concentration

On 25 March 2020, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which Astrum, a company ultimately controlled by Permira, intends to acquire control over the Target within the meaning of Article 3(1)(b) of Council Regulation (EC) No. 139/2004. Following the implementation of the proposed concentration, Permira will indirectly exercise sole control over Target.

The business activities of the undertakings concerned are:

- (a) **Permira:** Permira is a private equity business engaged in the provision of investment management services to a number of investment funds. Permira controls a number of portfolio companies active in a variety of sectors across a range of jurisdictions.
- (b) **Target:** Target is a pure holding company that owns the entire share capital of Golden Goose S.p.A., a global company headquartered in Italy that mainly manufactures and sells luxury footwear and apparel products in Europe, the United States and Asia through its website* (www.goldengoose.com) and its wholesale and retail distribution network.

*The Target Group started selling its products also via the Farfetch marketplace since 2019.