

***Case No COMP/M.2477 -
ATLE / PRICERUNNER
JV***

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**REGULATION (EEC) No 4064/89
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 23/10/2001

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 23.10.01

SG (2001) D/291906-291907-291908-291909-291910

PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying parties

Dear Sirs,

Subject: Case No. COMP/M.2477 – ATLE / PRICERUNNER JV

Notification of 25.09.2001 pursuant to Article 4 of Council Regulation (EEC) No. 4064/89¹

Publication in the Official Journal of the European Communities No. C279 of 03.10.2001.

1. On 25/09/2001, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EEC) No 4064/89 by which the undertakings Atle AB, a Swedish company (“Atle”), Bonnier Venture AB, a Swedish company (“Bonnier”), the latter a wholly owned subsidiary of the Swedish based media group Bonnier AB, NewMedia Spark AB, a Swedish company (“NewMedia”) and TDC A/S, a Danish company (“TDC”) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking Pricerunner AB (“Pricerunner”), incorporated under Swedish law, by way of purchase of shares in a company constituting a joint venture.
2. The business activities of the undertakings concerned are :
 - for Atle: investor in unlisted companies with growth prospects, going through the acquisition, development and divestment of businesses.
 - for Bonnier: investor in new projects within the Internet and new technologies sectors, having the potential to develop quickly.

¹ OJ L 395, 30.12.1989 p. 1; corrected version OJ L 257 of 21.9.1990, p. 13, as last amended by Regulation (EC) No 1310/97, OJ L 180, 9.7.1997, p. 1, corrigendum in OJ L 40, 13.2.1998, p. 17.

- for NewMedia: investor in high-growth early stage companies in the Technology Media Telecom (TMT) sectors.
 - for TDC: provider of telecommunication services in Denmark. It also offers services spanning within mobile telephony and infrastructure, data communication, directory inquiry services, cable television, internet portals.
 - for Pricerunner: provider of price comparison services on the Internet to consumers in Sweden, Denmark, France and the UK.
3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EEC) No. 4064/89 and of paragraph 4, subparagraph c, of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EEC) No 4064/89².
 4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EEC) No. 4064/89.

For the Commission,

Mario Monti
Member of the Commission

² OJ C 217, 29.07.2000, p. 32.