

***Case No COMP/M.2561 -
PRUDENTIAL / BPB***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 06/11/2001

*Also available in the CELEX database
Document No 301M2561*



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 06-11-2001
SG (2001) D/292038

PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying parties

Dear Sirs,

Subject: Case No. COMP/M.2561 – Prudential / BPB / JV

Notification of 28.09.2001 pursuant to Article 4 of Council Regulation (EEC) No. 4064/89¹

Publication in the Official Journal of the European Communities No. C284 of 10.10.2001.

1. On 28/09/2001, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EEC) No 4064/89 by which The Prudential Insurance Company of America (“Prudential”), through Prudential International Investments Corporation (“Prudential Investments”) and Banca Popolare di Bergamo- Credito Varesino (“BPB”) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of Finanzattiva SGR (“Finanzattiva”) by way of purchase of shares.

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.

2. The business activities of the undertakings concerned are :
 - for Prudential : insurance, investment, and asset management services;
 - for BPB : banking, asset management, capital markets, insurance, leasing, and other financial services;
 - for Finanzattiva: asset management services in Italy.
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.

² OJ C 217, 29.07.2000, p. 32.