

***Case No COMP/M.3426 -
ADVENT / SPORTFIVE***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 27/05/2004

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 27/05/2004

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PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party

Dear Madam(s) and/or Sir(s),

Subject: Case No. COMP/M.3426 – ADVENT / SPORTFIVE
Notification of 26 April 2004 pursuant to Article 4 of Council Regulation (EEC) No. 4064/89¹, as last amended by Regulation (EC) No 1310/97²
Publication in the Official Journal of the European Union No. C133, 11/05/2004, 17

1. On 26/04/2004, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EEC) No. 4064/89 by which the undertaking Advent International Corporation (“Advent”, US) acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of undertaking Sportfive S.A. (“Sportfive”, France) by way of purchase of shares.

¹ OJ L 395, 30.12.1989 p. 1; corrigendum: OJ L 257, 21.9.1990, p. 13.

² OJ L 180, 9. 7. 1997, p. 1; corrigendum OJ L 40, 13.2.1998, p. 17.

2. The business activities of the undertakings concerned are :
- for Advent: private equity company and investments funds management;
 - for Sportfive: trading in television sport rights and marketing services for sport events.
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 b of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EEC) No 4064/89³.
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

Signed by Mario MONTI
Member of the Commission

³ OJ C 217, 29.07.2000, p. 32.