

***Case No COMP/M.4253 -
BRIDGEPOINT /
LIMONI***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 14/07/2006

***In electronic form on the EUR-Lex website under document
number 32006M4253***



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 14/07/2006

SG-Greffe(2006) D/204008

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

PUBLIC VERSION

To the notifying party :

Dear Sirs,

Subject: Case No. COMP/M.4253 – Bridgepoint/Limoni

Notification of 16.06.2006 pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹

Publication in the Official Journal of the European Union No. C 150 of 28.06.2006 on page 47

1. On 16/06/2006, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Bridgepoint Europe III belonging to the Bridgepoint Capital Group Ltd. (“Bridgepoint“, UK) acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking Limoni Holdings S.p.A and its subsidiaries (“Limoni“, Italy), by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for Bridgepoint: a private equity company investing in companies active in a wide range of industry sectors across the EU and beyond;

¹ OJ L 24, 29.1.2004 p. 1

- for Limoni: wholesale and retail sales of perfumes and cosmetics in Italy, Croatia and Slovenia;
3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004².
 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 (EC) No. 139/2004.

For the Commission
signed
Philip LOWE
Director General

² OJ C 56, 05.3.2005 p.32