

EN

***Case No COMP/M.4645 -
APW / GMG / TRADER
MEDIA INVESTMENTS***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 30/05/2007

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 30.05.2007

SG-Greffe(2007) D/203253

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.4645 - APW / GMG / Trader Media Investments
Notification of 19/04/2007 pursuant to Article 4 of Council Regulation (EC) No.
139/2004¹
Publication in the Official Journal of the European Union No. C 102 of
05/05/2007**

1. On 19/04/2007, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which investment funds controlled by Apax Partners Worldwide LLP ("APW", United Kingdom) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking Trader Media Investment Limited ("TMIL", United Kingdom), which is currently solely controlled by Guardian Media Group Plc ("GMG", United Kingdom), by way of purchase of shares.
2. The business activities of the undertakings concerned are:

for APW: providing private equity fund advisory and management services in various industry sectors in Europe, including activities in the provision of business information and in international directories;

for GMG: publishing of newspapers, magazines; radio and internet businesses;

¹ OJ L 24, 29.1.2004 p. 1

for TMIL: publishing of vehicle trading magazines and provision of automotive advertising.

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, subparagraph c) 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