

***Case No COMP/M.4681 -
DE AGOSTINI /
GENERALE DE SANTE***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 14/06/2007

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 14.06.2007

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PUBLIC VERSION

MERGER PROCEDURE

SIMPLIFIED PROCEDURE

To the notifying party

Dear Sirs,

Subject: **Case No. COMP/M.4681 – De Agostini / Générale de Santé**
Notification of 4 May 2007 pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹
Publication in the Official Journal of the European Union No. C 108 of 12 May 2007, page 34

1. On 4 May 2007, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertakings De Agostini S.p.A. ("De Agostini", Italy) and Santé Holdings S.r.l. ("Santé Holdings", Italy) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking Générale de Santé S.A. ("Générale de Santé", France), currently controlled by Santé Holdings, by way of purchase of shares.
2. The business activities of the undertakings concerned are :
 - for undertaking De Agostini : holding company that is active in the sector of media, lottery and games, and equity and private fund investment;
 - for undertaking Santé Holdings : holding company of Générale de Santé;
 - for undertaking Générale de Santé : active in the health care sector.

¹ OJ L 24, 29.1.2004 p. 1

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 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