

***Case No COMP/M.6072 -
CARLYLE / PRIMONDO
OPERATIONS***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 16/12/2010

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EUROPEAN COMMISSION

Brussels, 16.12.2010
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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.6072-CARLYLE / PRIMONDO OPERATIONS
Notification of 19.11.2010 pursuant to Article 4 of Council Regulation (EC) No
139/2004¹
Publication in the Official Journal of the European Union No C 322,
27.11.2010, p.30**

1. On 19.11.2010 the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which The Carlyle Group ("Carlyle", US), through its subsidiary CEP III Participations S.à r.l. SICAR ("CEP III", US), acquires within the meaning of Article 3(1)(b) of the Merger Regulation control over certain retail operations under the trade names "Walz" (Germany), "Bon'A Parte" (Denmark), "Elégance" (Germany), "Mirabeau" (Germany), "Planet Sports" (Germany), and "Vertbaudet" (Germany) ("Primondo Operations"), currently controlled by the Primondo Specialty Group ("Primondo", Germany), by way of purchase of shares.
2. The business activities of the undertakings concerned are:

¹ OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

- for Carlyle: Global alternative asset manager, which sponsors funds that invest globally across four investment disciplines (buyout, credit alternatives, growth capital and real estate) in a range of industries;
 - for Primondo Operations: Retail sales via mail order or via internet (e-commerce); retail sales of clothing, footwear, textiles, baby care products, sporting equipment, games and toys in stores; wholesale of clothing and footwear.
3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(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 European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

For the Commission

(signed)
Alexander ITALIANER
Director General

² OJ C 56, 5.3.2005, p. 32.