

***Case No COMP/M.6180 -  
CIE MANAGEMENT II/  
PHONES4U GROUP***

Only the English text is available and authentic.

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

---

Article 6(1)(b) NON-OPPOSITION  
Date: 18/04/2011

***In electronic form on the EUR-Lex website under document  
number 32011M6180***



EUROPEAN COMMISSION

Brussels, 18.04.2011  
C(2011)2866

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party:**

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

**Subject: Case No COMP/ M.6180- CIE MANAGEMENT II/ PHONES4U GROUP  
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No  
139/2004<sup>1</sup>**

1. On 21 March 2011, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking CIE Management II Limited ('CIE', [...])\* ultimately controlled by BC Partners Holdings Limited ('BC Partners Holdings', [...])\*\* acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking MobiServ UK Co Limited and its subsidiaries ('Phones4u Group', UK) by way of purchase of shares<sup>2</sup>.
2. The business activities of the undertakings concerned are:
  - for CIE: private equity investment,
  - for Phones4u Group: retail sale of mobile telecommunications and related products, as well as non-life insurance services.

---

<sup>1</sup> 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.

<sup>2</sup> Publication in the Official Journal of the European Union No C 94, 26.03.2011, p.23.

\* should read: Guernsey.

\*\* should read: Guernsey.

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(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004<sup>3</sup>.
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*

---

<sup>3</sup> OJ C 56, 5.3.2005, p. 32.