

***Case No COMP/M.6219 -
ADVENT
INTERNATIONAL
CORPORATION /
PROVIMI PET FOOD
BUSINESS***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 23/05/2011

***In electronic form on the EUR-Lex website under document
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EUROPEAN COMMISSION

Brussels, 23.5.2011
C(2011) 3684 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party

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

**Subject: Case No COMP/M.6219 - ADVENT INTERNATIONAL CORPORATION / PROVIMI PET FOOD BUSINESS
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004¹**

1. On 15/04/2011, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which certain funds controlled by Advent International Corporation ("Advent", USA), acquire within the meaning of Article 3(1)(b) of the Merger Regulation control of parts of Provimi S.A. (France), namely Provimi Pet Food France S.A.S. (France) and Provimi Pet Food NL B.V. (Netherlands) together with its subsidiary companies Pet Hungaria Kft (Hungary), Provimi Pet Food Pr Ltd (Hungary), Provimi Pet Food CZ s.r.o. (Czech Republic), Provimi Pet Food SK s.r.o. (Slovakia) and Provimi Pet Food PL SP Z.o.o. (Poland) (altogether "Provimi") by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - Advent: international private equity group;

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.

- Provimi: private label pet food producer providing dry and wet food and snacks for cats and dogs in Europe.²
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 139/2004³.
 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 Publication in the Official Journal of the European Union No C131, 03/05/2011, p.11.

³ OJ C 56, 5.3.2005, p. 32.