

EN

***Case No COMP/M.6355 - AXEL SPRINGER FRANCE/  
MONDADORI FRANCE/ AR TECHNOLOGY***

Only the English text is available and authentic.

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

---

Article 6(1)(b) NON-OPPOSITION  
Date: 27/10/2011

***In electronic form on the EUR-Lex website under document  
number 32011M6355***



EUROPEAN COMMISSION

Brussels, 27/10/2011  
C(2011) 7919

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party/ies:**

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

**Subject: Case No COMP/M.6355 – AXEL SPRINGER FRANCE/ MONDADORI FRANCE/ AR TECHNOLOGY  
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004<sup>1</sup>**

1. On 26.09.2011, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Axel Springer France SAS ("Axel Springer France", France) controlled by Axel Springer AG (Germany) and Mondadori France SAS ("Mondadori France", France) ultimately controlled by Fininvest Finanziara d'Investimento S.p.A. (Italy) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertaking AR Technology SAS ("AR Technology", France) by way of purchase of shares<sup>2</sup>.
2. The business activities of the undertakings concerned are:
  - for Axel Springer France: publication of magazines in France, operation of websites and sale of advertising space;
  - for Mondadori France: publication of magazines in France, operation of websites and sale of advertising space;

---

<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 294, 06.10.2011, p.9

- for AR Technology: operation of Internet portals for classified used vehicle advertisements and casting.
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(a) 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)*

---

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

*Alexander ITALIANER*  
*Director General*