

EN

***Case No COMP/M.6580 -
EXPERIAN / CERVED /
EXPERIAN-CERVED
INFORMATION
SERVICES***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 07/06/2012

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

Brussels, 7.6.2012
C(2012) 3872 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying parties:

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

**Subject: Case No COMP/M.6580 EXPERIAN / CERVED / EXPERIAN-CERVED
INFORMATION SERVICES
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 7 May 2012, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Experian Holding Italia Srl ('Experian', Italy) and Cerved Holding SpA ('Cerved'), acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of Experian-Cerved Information Services SpA ('Experian-Cerved', Italy) by way of purchase of shares in a newly created company constituting a joint venture.
2. The business activities of the undertakings concerned are:
 - Experian: credit bureau services; collection and marketing of business information collected from publicly available sources; software solutions and marketing services for data management, credit risk assessment, credit collection and fraud management; pedestrian counting-centric business information solutions used to monitor the customers behaviours,

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.

- Cerved: collection, processing and marketing of information services used to support organisations in managing credit risk, assessing credit worthiness, creating target lists for marketing purposes and studying market positioning; credit evaluation, credit management and asset management; credit collection,
 - Experian-Cerved: credit bureau services².
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 139/2004³.
 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 C 140, 16.05.2012, p.3

³ OJ C 56, 5.3.2005, p. 32.