

EN

***Case No COMP/M.6764 -
JCDECAUX / RUS AD /
RUSS OUT OF HOME***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 11/12/2012

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EUROPEAN COMMISSION

Brussels, 11-12-2012
C(2012)9608

PUBLIC VERSION

SIMPLIFIED MERGER PROCEDURE

To the notifying party:

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

**Subject: Case No COMP/M.6764 – JCDECAUX/RUS AD INVEST/RUSS OUT OF HOME
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 13 November 2012, the European Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004² by which JCDecaux Central Eastern Europe Holding GmbH ("JCDecaux CEE", Austria), controlled by French group JCDecaux, and Rus AD Invest Coöperatief U.A. ("Rus AD", the Netherlands), controlled by Russian VTB Group, intend to acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control over Russ Out Of Home B.V. ("Russ Out Of Home", the Netherlands) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for JCDecaux CEE: a company active in the outdoor advertising business;
 - Rus AD: a company active in the management or ownership of the assets of other companies and businesses; and

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.

² OJ L 24, 29.1.2004, p. 1 (the "Merger Regulation")

- for Russ Out Of Home: a company active in the outdoor advertising business in Russia.
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

³ OJ C 56, 5.3.2005, p. 32.