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***Case No COMP/M.6892 - BRIDGEPOINT/ ORLANDO/
BERGAMOTTO/ VIMA DUE***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 19/04/2013

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

Brussels, 19.4.2013
C(2013) 2376 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying parties:

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

**Subject: Case No COMP/M.6892 - BRIDGEPOINT/ ORLANDO/ BERGAMOTTO/
VIMA DUE
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 13 March 2013, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which which the undertakings Bridgepoint Advisers Group Limited ("Bridgepoint", United Kingdom) and Orlando Italy Management S.A. ("Orlando", Luxembourg), acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertakings Bergamotto S.p.A. ("Bergamotto", Italy) and Vima Due S.r.l. ("Vima Due", Italy), through Limoni S.p.A. ("Limoni", Italy), that is in turn jointly controlled by Bridgepoint and Orlando.
2. The business activities of the undertakings concerned are:
 - for Bridgepoint: private equity investments and funding;
 - for Orlando: private equity investments and funding;

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.

- for Limoni: retail distribution of perfumes and cosmetic products in Italy;
 - for Bergamotto and Vima Due: retail distribution of perfumes and cosmetic products in Italy².
2. 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.
 3. 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 85, 23.3.2013, p.15.

³ OJ C 56, 5.3.2005, p. 32.