

***Case No COMP/M.7173 - APAX PARTNERS/ TRADER
MEDIA GROUP***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION

Date: 13/02/2014

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EUROPEAN COMMISSION

Brussels, 13/02/2014
C(2014) 1058

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party:

Dear Sir,

**Subject: Case COMP/M.7173 - APAX PARTNERS/ TRADER MEDIA GROUP
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 21/01/2014, the European Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Apax Partners LLP ("AP", United Kingdom) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Trader Media Group Limited ("Trader Media", United Kingdom) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for AP: investment advisory services;
 - for Trader Media: provision of automotive classified advertising through online platforms².
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(d) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004³.

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

² Publication in the Official Journal of the European Union No C 025, 28.01.2014, p. 7.

³ OJ C 366, 14.12.2013, p. 5.

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