

***Case No COMP/M.7470 - SCHIBSTED/ TELENOR/
SOBAZAAR JV***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION

Date: 18/12/2014

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EUROPEAN COMMISSION

Brussels, 18.12.2014
C(2014) 10201 final

PUBLIC VERSION
SIMPLIFIED MERGER PROCEDURE

To the notifying parties:

Dear Sirs,

**Subject: Case M.7470 – SCHIBSTED/ TELENOR/ SOBAZAAR JV
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC)
No 139/2004¹ and Article 57 of the Agreement on the European Economic Area²**

1. On 24 November 2014, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Schibsted ASA ('Schibsted', Norway) and Telenor ASA ('Telenor', Norway) acquire within the meaning of Article 3(1) (b) of the Merger Regulation joint control of SoBazaar ANS ('SoBazaar', Norway), a newly created company constituting a joint venture, by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Schibsted: various activities in the media sector, including print and online media;
 - for Telenor: various services in the fields of telecommunications, television, broadcasting and internet;

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 1, 3.1.1994, p.3 ('the EEA Agreement').

3 Publication in the Official Journal of the European Union No C 432, 02.12.2014, p. 7.

- for SoBazaar: online social fashion platform that Telenor currently operates under the brand SOBAZAAR.
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) and 5(b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.⁴
 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 and Article 57 of the EEA Agreement.

For the Commission
(Signed)
Alexander ITALIANER
Director-General

⁴ OJ C 366, 14.12.2013, p. 5.