

***Case No COMP/M.7551 - ADVENT/ HYPO GROUP ALPE  
ADRIA AG (SOUTHEAST EUROPE BANKING NETWORK)***

Only the English text is available and authentic.

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

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Article 6(1)(b) NON-OPPOSITION

Date: 28/05/2015

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EUROPEAN COMMISSION

Brussels, 28.5.2015  
C(2015) 3736 final

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party:**

Dear Sirs,

**Subject: Case M.7551 - ADVENT/ HYPO GROUP ALPE ADRIA AG (SOUTHEAST EUROPE BANKING NETWORK)  
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004<sup>1</sup> and Article 57 of the Agreement on the European Economic Area<sup>2</sup>**

1. On 28.04.2015, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Advent International Corporation ('Advent', United States of America) will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the undertaking Hypo Group Alpe Adria AG ('HGAA', Austria), by way purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - Advent: a global private equity investor in various sectors, including media, communications, financial services, information technology, retail, industrial and pharmaceuticals;

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<sup>1</sup> 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.

<sup>2</sup> OJ L 1, 3.1.1994, p. 3 ("the EEA Agreement").

<sup>3</sup> Publication in the Official Journal of the European Union No C 149, 6.5.2015, p. 4.

- HGAA: a company comprising a network of banks active in (i) banking business with retail, corporate and public customers and (ii) leasing business in South-Eastern Europe, including in Croatia and Slovenia.
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(c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.<sup>4</sup>
  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*

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<sup>4</sup> OJ C 366, 14.12.2013, p. 5.