

***Case No COMP/M.7623 - PAMPLONA/ PARTNER IN PET  
FOOD HOLDINGS***

Only the English text is available and authentic.

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

---

Article 6(1)(b) NON-OPPOSITION  
Date: 06/07/2015

***In electronic form on the EUR-Lex website under document  
number 32015M7623***



EUROPEAN COMMISSION

Brussels, 6.7.2015  
C(2015) 4731 final

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying party**

Dear Sirs,

**Subject: Case M.7623 - PAMPLONA / PARTNER IN PET FOOD HOLDINGS  
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 3 June 2015, the European Commission received notification of a proposed concentration pursuant to Article 4, and following a referral pursuant to Article 4(5) of the Merger Regulation, by which Pamplona Capital Management LLP and its affiliate Pamplona PE Investments Malta Limited ('Pamplona') acquire, indirectly through Pamplona Capital Partners IV, L.P., within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Partner in Pet Food Holdings, B.V. ('PPF') by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - For Pamplona: private equity investment,
  - For PPF: supply of private label and branded industrial pet food.
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(b) of

---

<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 OJ C 193, 11.6.2015, p. 11.

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*

---

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