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***Case No M.7730 -
GROUPE ACTICALL /
SITEL WORLDWIDE
CORPORATION***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 09/09/2015

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EUROPEAN COMMISSION

Brussels, 9.9.2015
C(2015) 6310 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party:

Dear Sirs,

Subject: Case M.7730 - GROUPE ACTICALL / SITEL WORLDWIDE CORPORATION
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 14/08/2015, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Groupe Acticall SA ('Acticall', Luxembourg) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Sitel Worldwide Corporation ('Sitel', USA), by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - For Acticall: integrated services group specialised in customer relationship management, including inbound call management by contact centres, customer relationship consulting, digital CRM consulting, and customer CRM training. Acticall's main shareholder is Creadev S.A.S., a private equity firm,

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 281, 26.8.2015, p. 5.

- for Sitel: customer care outsourcing services through contact centres, offering a full range of services, including customer service, customer acquisition and technical support. Sitel's main shareholder is Onex Corporation, a Canadian diversified company.
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 139/2004.⁴
 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)
Johannes LAITENBERGER
Director-General

⁴ OJ C 366, 14.12.2013, p. 5.