



EUROPEAN COMMISSION
DG Competition

***Case M.8090 - TENCENT
HOLDINGS LIMITED /
SUPERCCELL OY***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 20/07/2016

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EUROPEAN COMMISSION

Brussels, 20.7.2016
C(2016) 4870 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party

Dear Sirs,

**Subject: Case M.8090 – TENCENT HOLDINGS LIMITED / SUPERCELL OY
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 27 June 2016, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Tencent Holdings Limited ("Tencent", Cayman Islands) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Supercell Oy ("Supercell", Finland) by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Tencent: provider of online services with interests in the communications, information and entertainment sectors. Tencent is involved in a wide variety of activities in the online sector including the provision of Internet and mobile value-added services, online advertising, and e-commerce services. It also develops and publishes game software and operates media platforms;
 - for Supercell: development and publishing of games for mobile devices.

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 242, 02.07.2016, p. 50.

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) and 6 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.