



EUROPEAN COMMISSION  
DG Competition

***Case M.8168 - STEINHOFF INTERNATIONAL /  
POUNDLAND***

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: 31/08/2016

***In electronic form on the EUR-Lex website under document  
number 32016M8168***



## EUROPEAN COMMISSION

Brussels, 31.08.2016  
C(2016) 5677final

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

To the Notifying Party

Dear Sirs,

**Subject: Case M.8168 – STEINHOFF INTERNATIONAL / POUNDLAND  
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 5 August 2016, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Steinhoff International Holdings N.V. part of the Steinhoff group ("Steinhoff", South Africa) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Poundland Group plc ("Poundland", United Kingdom) by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - for Steinhoff: manufacture and wholesale sale of furniture and retail sale primarily of furniture, home decoration and household goods, electrical appliances and electronic consumer goods and clothing,
  - for Poundland: retail sale of a wide range of food and non-food consumer products in the UK, Ireland and Spain.

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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 292, 12.8.2016, p. 5.

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 paragraphs 5(c) and 6 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)*

*Johannes LAITENBERGER*  
*Director-General*

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