



EUROPEAN COMMISSION  
DG Competition

***Case M.8383 - AMC / NORDIC CINEMA GROUP***

Only the English text is available and authentic.

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

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Article 6(1)(b) NON-OPPOSITION  
Date: 21/03/2017

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## EUROPEAN COMMISSION

Brussels, 21.3.2017  
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PUBLIC VERSION

### **To the notifying party**

**Subject: Case M.8383 - AMC / NORDIC CINEMA GROUP  
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>**

Dear Sir or Madam,

1. On 22 February 2017, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking AMC Entertainment Holdings, Inc. ("AMC", United States), belonging to the Dalian Wanda Group (China), acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of the undertaking Nordic Cinema Group Holding AB ("NCG", Sweden) by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - for AMC: provision of cinema exhibition services in the United States and parts of Europe; the Dalian Wanda Group is engaged in three principal business activities – commercial properties, culture and finance and also provides cinema exhibition services in particular in Australia and in China, and film production and distribution services particularly in China;
  - for NCG: provision of cinema exhibition services, cinema screen advertising and film distribution services in Sweden, Finland, Norway, Estonia, Latvia and Lithuania.
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

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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 65, 01.03.2017, p. 6.

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.