



EUROPEAN COMMISSION
DG Competition

***Case M.8621 - APOLLO
MANAGEMENT /
AEGON IRELAND***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 08/11/2017

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EUROPEAN COMMISSION

Brussels, 8.11.2017
C(2017) 7535 final

PUBLIC VERSION

To the notifying party:

**Subject: Case M.8621 - APOLLO MANAGEMENT / AEGON IRELAND
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**

Dear Sir or Madam,

1. On 13 October 2017, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Athene Holding Ltd. ("Athene Holding", US), belonging to the group Apollo Management L.P. ("Apollo", US) acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Aegon Ireland plc ("Aegon Ireland", Ireland).³
2. The business activities of the undertakings concerned are:
 - for Apollo: private investments; investment funds managed by affiliates of Apollo invest in companies and debt issued by companies involved in various business throughout the world.
 - for Aegon Ireland: insurance products and services. Aegon Ireland has two lines of life insurance products and currently conducts business in the United Kingdom and Germany. Aegon Ireland has a German branch, which distributes its life insurance products.
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

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 356, 21.10.2017, p. 23.

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.