



EUROPEAN COMMISSION
DG Competition

Case M.8664 - WME IMG / PERFORM / PIMGSA

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 15/12/2017

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EUROPEAN COMMISSION

Brussels, 15.12.2017
C(2017) 8905 final

PUBLIC VERSION

To the notifying parties:

**Subject: Case M.8664 - WME IMG / PERFORM / PIMGSA
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 23 November 2017, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Perform Group Limited and WME Entertainment Parent, LLC acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of PIMGSA LLP (United Kingdom) by way of purchase of shares in a newly created company constituting a joint venture.³
2. The business activities of the undertakings concerned are:
 - for Access Industries, Inc.: a group of holding companies with interests in different industries,
 - for Perform Group Limited: holding company with subsidiaries that hold interests principally in digital sports content and media,
 - for Silver Lake Group, LLC: investment group focused on technology and media industries
 - for WME Entertainment Parent, LLC: company active globally in the sports, entertainment, media and fashion industries,
 - for PIMGSA LLP: a joint venture between Perform and WME that will be active in the commercialisation of South American football sports rights.

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 406, 30.11.2017, 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 paragraph 5(a) 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.