



EUROPEAN COMMISSION
DG Competition

***Case M.9008 - ELIXIA HOLDING / TRYGHEDSGRUPPEN /
FITNESS DK HOLDING***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 27/07/2018

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EUROPEAN COMMISSION

Brussels, 27.7.2018
C(2018) 5165 final

PUBLIC VERSION

To the notifying parties:

Subject: Case M.9008 - ELIXIA HOLDING / TRYGHEDSGRUPPEN / FITNESS DK HOLDING
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 05 July 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Elixia Holding (Sweden) controlled by Altor Funds (Norway), and Tryghedsgruppen (Denmark) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of Fitness DK (Denmark) by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Elixia : holding company of the Nordic Fitness Chain Health and Fitness Nordic ("HFN"). HFN operates fitness centres in Sweden, Norway and Finland. Altor funds comprise four private equity funds that invest in business sectors ranging from consumer goods and retail to heavy industry and energy.
 - for TryghedsGruppen: a member based organisation that controls the non-life insurance company Tryg. TryghedsGruppen also has non-controlling partnership interests in the healthcare services sector and in HFN.
 - Fitness DK: holding company of the Danish fitness centre operator Fitness DK A/S

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 245, 13.07.2018, p. 6.

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 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.