



EUROPEAN COMMISSION
DG Competition

Case M.9478 - ARCHER / HILTON / EARLSFORT

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 04/11/2019

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EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

**Subject: Case M.9478 – ARCHER / HILTON / EARLSFORT
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 9 October 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Archer Hotel Capital B.V (“Archer”, Netherlands) and Hilton Hotels (Ireland) Limited (Ireland) belonging to the group Hilton Worldwide Holdings Inc (United States), (together “Hilton”), acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control over the whole of the Earlsfort Centre Hotel Proprietors Limited (“Earlsfort”, Ireland) by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Archer: Acquisition, ownership, investment in, and disposition of hotel real estate located in Europe,
 - for Hilton: A hospitality company active worldwide through ownership, management and franchise of hotels and the manager of the Conrad Dublin Hotel,
 - for Earlsfort: Owns the Conrad Dublin, a luxury, five star hotel located in Dublin city centre.
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

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 352, 18.10.2019, p. 18.

paragraph 5(c) 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)
Cecilio MADERO VILLAREJO
Acting Director-General

⁴ OJ C 366, 14.12.2013, p. 5.