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M.9976 — ENGIE / SILVER LAKE PARTNERS / HALL DES LUMIERES JV

SECTION 1.2

Description of the concentration

On 22 October 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which newly created joint venture (the “**JV**”) by IMG Worldwide, LLC, controlled by Endeavor Operating Company, LLC (“**Endeavor**”) and ultimately by Silver Lake Partners (“**Silver Lake**”), and Culturespaces USA, Inc, controlled by Culturespaces SA (“**Culturespaces**” and together with Endeavor the “**Parties**”), and directly controlled by ENGIE SA (“**ENGIE**”) acquire, within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation, joint control over Hall des Lumières, LLC, a newly created joint venture (the “**JV**”).

The primary business activities of the undertakings concerned are:

Endeavor: Endeavor, headquartered in Beverly Hills, California, USA, is a global leader in sports, entertainment, media and fashion. Operating in more than 25 countries around the world, the company specializes in talent representation; commercial marketing and endorsements; brand strategy, activation and licensing; media production and distribution; and event management. Endeavor’s 5,000 employees work across businesses including IMG Academy, Art + Commerce, Books, College, Commercials and Endorsements, Digital, Events, Film, Golf, Licensing, Models, Music, Production, Speakers, Television, Tennis, and Theatre.

Culturespaces: Culturespaces, headquartered in Paris, France, is a company specialized in the management of cultural establishments, including museum and art centres, historic monuments, gardens and collection and digital art centres, primarily in France. Culturespaces directly operates, with its own personnel, all services offered to visitors’ reception, ticket sales, cultural programming, cultural gift shops, teashops, and catering. Establishments managed by Culturespaces include Hotel de Caumont in Aix-en-Provence, Carrières des Lumières in Baux-de-Provence, Atelier des Lumières in Paris, and Musée de l’Automobile in Mulhouse.

The JV: The JV will create and manage a digital art centre in New York City, USA. The main activities of the JV will include the display of digital immersive cultural exhibitions based on art (ancient art, modern art, contemporary art) and/or music (ancient music, modern music, contemporary music, concerts, operas). The secondary activities of the JV will include site privatization for evening events, digital video and music experiences, digital thematic exhibitions, and sales of derivative products, snacks and beverages.