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M.10044 - MISSISSIPPI VENTURES / PARCOM / HEMA

SECTION 1.2

Description of the concentration

- 1. The Commission has received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 13912004 (the EIIMR). On 15 December 2020, Mississippi Ventures B.V. (Mississippi Ventures) and Parcom Buy-Out Fund VI Coöperatief U.A. (Parcom) notified their intention to acquire joint control over HEMA B.V. (HEMA). The transaction is a concentration within the meaning of Article 3(1) EUMR.**
- 2. The areas of activities of the undertakings concerned by the notified concentration are as follows**
 - a. Mississippi Ventures - is the investment vehicle of the Dutch entrepreneurial Van Eerd family. Apart from Mississippi Ventures and certain other entities, the Van Eerd family also owns Jumbo Group Holding (Jumbo), which is the second largest supermarket chain in the Netherlands.**
 - b. Parcom - is a private equity investment firm, which invests mainly in medium-sized companies in the Benelux.**
 - c. HEMA - is a retailer carrying a wide range of non-food products, including clothing, home textiles, cosmetics, personal care, bicycle equipment, gardening tools, and office supplies through its department stores in the Netherlands and other countries.**