EUROPEAN COMMISSION
DG Competition

Case M.9848 - CMI / ROCKAWAY / MR MC / GJIRAFA TECH

Only the English text is available and authentic.

REGULATION (EC) No 139/2004
MERGER PROCEDURE

Article 6(1)(b) NON-OPPOSITION
Date: 22/12/2020

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EUROPEAN COMMISSION

Brussels, 22.12.2020
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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9848 – CMI / ROCKAWAY / MR MC / GJIRAFA TECH**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 19 November 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Czech Media Invest a.s. (“CMI”, Czechia), Rockaway Capital SE (“Rockaway”, Czechia) and Mr Mergim Cahani, through Gjirafa, Inc. (“Gjirafa”, United States of America), acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control over the whole of Gjirafa Tech (Czechia), by way of purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – CMI: ultimate parent company of a private investment group that focuses on the acquisition and management of media assets in Central and Western Europe,

   – Rockaway: parent company of a business group primarily active in the area of e-commerce, e-travel, media, book publishing and venture capital,

   – Gjirafa: operating an Albanian-language search engine, a video/news content platform, an online marketing platform and an e-commerce platform, almost exclusively in Albania, the Republic of Kosovo and North Macedonia,

   – Gjirafa Tech: a joint venture which will be active in the sale of software packages and other related services on a software-as-a-service (“SaaS”) basis and primarily focused on Czechia.

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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 412, 30.11.2020, p. 10.

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 paragraphs 5(a) and 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)
Olivier GUERSENT
Director-General

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4 OJ C 366, 14.12.2013, p. 5.