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M.10313 - CVC / CDPQ / WAVS

SECTION 1.2

Description of the concentration

On 30 June 2021, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) 139/2004 involving the acquisition of joint control of Vision 7, WAVS, Fuse Project, and Metta within the meaning of Article 3(1)(b) of Council Regulation (EC) No 139/2004 by funds controlled by CVC and by CDPQ, by way of purchase of shares through Bentley, a special purpose holding company.

The primary business activities of the undertakings are:

- (a) For CVC: CVC and/or its subsidiaries manage investment funds and platforms;
- (b) For CDPQ: CDPQ is a long-term institutional investor that manages funds primarily for public and para-public pension and insurance plans in Québec; and
- (c) For Vision 7, WAVS, Fuse Project, and Metta: a group of entities active in the provision of marketing and communication services and media buying services.