

*Disclaimer :*

*The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.*

**M.10402 - Blackstone/GTCR/Campaign Parent**

**SECTION 1.2**

**Description of the concentration**

On 5 August 2021, the Commission received notification pursuant to Article 4 of Council Regulation (EC) No 139/2004 (the “**EUMR**”) of a proposed concentration concerning the acquisition of joint control, within the meaning of Article 3(1)(b) of the EUMR, by funds advised or managed by affiliates of The Blackstone Group Inc. (together with its affiliates, “**Blackstone**”) and funds managed by GTCR LLC (“**GTCR**”) of Campaign Parent, LLC, the parent company of Simpli.fi Holdings, Inc. and the Advantage Software Company, LLC (“**Target**”).

The areas of activities of the undertakings concerned by the notified concentration are as follows:

- (a) Blackstone is a global asset manager. It is headquartered in the United States and has offices in Europe and Asia.
- (b) GTCR is a United States based investment firm focused on investing and growing companies in the in the financial services & technology, healthcare, technology, media & telecommunications and growth business services industries.
- (c) Target is headquartered in the United States. It provides a technology platform that helps advertisers sell advertisements online, including on the web, the mobile web, and in apps.