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**M.10490 - BAIN CAPITAL / CTI / BBG HOLDING**

**SECTION 1.2**

**Description of the concentration**

The notified concentration consists of the proposed acquisition of joint control by funds managed or advised by Bain Capital Investors L.L.C. (“**Bain Capital**”) and Chal-Tec Invest GmbH (“**CTI**”) of Berlin Brands Group Holding GmbH (“**BBG Holding**”) (together with its subsidiaries, the “**Berlin Brands Group**” or the “**Target**”), within the meaning of Article 3(1)(b) and Article 3(4) of the EU Merger Regulation. CTI currently controls BBG Holding and the notified concentration will therefore result in a change from sole to joint control of the Berlin Brands Group.

Bain Capital is a private equity investment firm that invests in companies across a number of industries, including information technology, healthcare, retail and consumer products, communications, financial services and industrial/manufacturing.

CTI is a vehicle used by Peter Chaljawski primarily to hold the shares of BBG Holding.

BBG Holding, headquartered in Berlin, is the top holding company of the Berlin Brands Group. The Berlin Brands Group designs and develops consumer goods, in particular electrical appliances and consumer electronics, which are then manufactured by third parties mainly in China. Berlin Brands Group sells its products in many European countries (including the EEA, the UK and Turkey), the United States and China via its own online stores, third party operated marketplaces, and other sales channels. It operates warehouses in Germany and in Slovakia for its fulfillment in Europe.

More information about the Berlin Brands Group is available on its website: <https://www.berlin-brands-group.com/en>