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M.10125 – GBL / CANYON

SECTION 1.2

Description of the concentration

- (1) The Commission has received the notification of a proposed concentration regarding the acquisition by Groupe Bruxelles Lambert SA of a majority stake in Canyon Bicycles GmbH and its direct and indirect subsidiaries by way of purchase of shares. By virtue of this notified concentration, Groupe Bruxelles Lambert SA will acquire sole control over Canyon Bicycles GmbH within the meaning of Article 3(1)(b) of the EU Merger Regulation.
- (2) Groupe Bruxelles Lambert SA is a listed public investment holding company limited by shares (société anonyme / naamloze vennootschap) headquartered in Brussels, Belgium and invests in global companies operating in various sectors, mainly in Europe.
- (3) Canyon Bicycles GmbH is a traditional family business established in 1985 in Koblenz, Germany, active in the development, production and sale, primarily to end customers, of mountain bikes, road bikes, triathlon bikes, urban bikes and commuter bikes as well as the distribution of related components/parts, bike accessories and apparel. Canyon is mainly active in Europe, in particular Germany, and the United States, but has a worldwide presence.