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M.10001 - MICROSOFT / ZENIMAX

Description of the concentration

On 29 January 2021, the Commission received a notification of the Transaction (“Transaction”) pursuant to Article 4 of Council Regulation (EC) No 139/2004 and following a referral pursuant to Article 4(5) of Council Regulation (EC) No 139/2004. Microsoft Corporation acquires within the meaning of Article 3(1)(b) of Council Regulation (EC) No 139/2004 sole control over ZeniMax Media Inc.. The concentration is accomplished by way of a merger pursuant to which Vault Merger Sub, Inc. (“Vault”) will be merged with and into ZeniMax. Following this merger, Vault will cease to exist and ZeniMax will survive, as a wholly owned subsidiary of Microsoft. The business activities of the undertakings concerned are as follows:

- Microsoft is a global technology company founded in 1975 that is headquartered in Redmond, Washington, USA. Microsoft offers a wide range of products and services to customers through the following operating segments: (i) Productivity and Business Processes, (ii) Intelligent Cloud, and (iii) More Personal Computing. The Transaction primarily concerns Microsoft’s Gaming Business, part of its More Personal Computing operating segment. Microsoft carries out its activities as a developer, publisher and distributor of games for personal computers (“PCs”), video game consoles and mobile devices through 18 development studios located in the U.S., UK, Canada, and Sweden: eight subsidiaries and ten fully integrated studios. Further, Microsoft offers the Xbox gaming console and related services.
- ZeniMax is a privately held company founded in 1999 that is headquartered in Rockville, Maryland, USA. ZeniMax develops and publishes games for PC, consoles and mobile devices through eight development studios located in the U.S., Sweden, Canada, Germany, France, and Japan.