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M.10564 - APOLLO / MISSGUIDED

SECTION 1.2

Description of the concentration

This notification relates to the proposed acquisition of joint control by Alteri Investments II SC (“**Alteri**”, Luxembourg) and Mr. Rajib Passi (“**Existing Shareholder**”) over Missguided Limited (“**Missguided**”, UK, or the “**Target**”) within the meaning of Article 3(2) of Council Regulation 139/2004.

Alteri is controlled by investment funds managed by affiliates of Apollo Management, L.P., incorporated in the State of Delaware, in the USA⁴ (Apollo Management, L.P., its affiliates, and funds managed by its affiliates are referred to together hereinafter as “**Apollo**”, and the investment funds managed by affiliates of Apollo, the “**Apollo Funds**”). Apollo Funds invest in companies and debt issued by companies involved in various businesses throughout the world. Examples of current investments include, *inter alia*, companies in the education, hospital, security, insurance, financial services, and real estate businesses. The Commission considers Apollo to be a single undertaking for merger control purposes.

Missguided is a UK-based online retailer (e-commerce) targeting mainly young female customers.

The business activities of the undertakings concerned are:

for Apollo: portfolio investments.

for Missguided: retail and wholesale supply of apparel, footwear, and beauty products.