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M.10639 - MAX MARA / MITSUI / MCJ

SECTION 1.2

Description of the concentration

The proposed transaction entails the acquisition of joint control by Mitsui & Co. Ltd over Max & Co. Japan Co., Ltd, at present under the sole control of Max Mara Fashion Group S.r.l.. More specifically, Max & Co. Japan's business will be merged by incorporation into Max Mara Japan, Ltd., a company currently controlled jointly by Mitsui, International Trading Finance S.a.r.l. and Max & Co. Japan itself.

Max Mara Fashion Group is an Italian group of companies that manufactures and sells *prêt-à-porter* apparel and accessories at worldwide level. The group owns several brands including Max Mara, Max & Co., Sportmax, Weekend Max Mara, Pennyblack, Marina Rinaldi, Persona, Marella, Emme Marella, iBlues and Intrend.

Max & Co. Japan is a Japanese subsidiary of Max Mara Fashion Group, active in the retail sale of Max & Co and Marina Rinaldi branded products in Japan. Max Mara Japan is a joint venture company between Mitsui, IFT and MMFG active in the retail sale of Max Mara and Weekend Max Mara branded products in Japan.

International Fashion Trading is a Luxemburg-based company ultimately part of the Max Mara Group. The company acts as a trader of Max Mara Fashion Group's apparel into, among others, the Japanese market.

Mitsui is a trading, business management and project development company, headquartered in Tokyo, Japan. Mitsui operates worldwide and is active in various sectors, including in the production, distribution and retail activities of apparel.