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## **M.10654 - KKR / ACCELL GROUP**

### **SECTION 1.2**

#### **Description of the concentration**

The Commission has received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 (the “**EUMR**”). On 21 February 2022, KKR & Co. Inc. (“**KKR**”) notified its intention to acquire indirect sole control of Accell Group N.V. (“**Target**”) within the meaning of Article 3(1)(b) of the EUMR by way of share acquisition.

The areas of activities of the undertakings concerned by the notified concentration are as follows:

**KKR** is incorporated in the state of Delaware in the United States and is a global investment firm, offering alternative asset management and capital markets and insurances solutions.

**Target** is a Dutch company publicly listed on the official market of Euronext Amsterdam, headquartered in Heerenveen, the Netherlands. It is a manufacturer and retailer of bicycles (including e-bikes), bicycle parts and accessories.