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M.10690 - NORDIC CAPITAL / ELLOS GROUP

SECTION 1.2

Description of the concentration

On 25 March 2022, the Commission received notification of a proposed concentration relating to the acquisition of sole control, within the meaning of Article 3(1)(b) of the Council Regulation (EC) No. 139/2004 over Ellos Group by Nordic Capital.

- Nordic Capital is a group of private equity funds focusing on investments primarily in the Nordic region and selected Northern European sectors. Nordic Capital invests across a broad array of industries but has a particular focus on healthcare, tech & payments, financial services, industrial & business services and consumer products.

- Headquartered in Borås, Sweden, Ellos Group is an e-commerce group for home furnishings and fashion in the Nordic regions (which includes the online stores Ellos, Jotex, Homeroom and Stayhard). Ellos Group's product offering includes a range of external and own brands. Ellos Group operates in all Nordic countries as well as the Netherlands, Poland, Germany and Austria.