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M.10686 - LOV GROUP / BETCLIC EVEREST GROUP

SECTION 1.2

Description of the concentration

On 13 May 2022, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Lov Group/ the Courbit family (“**Lov Group**”, France) acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control over Betclac Everest Group (“**BEG**”, France) by way of purchase of shares.

The parties’ main activities are as follows:

- Lov Group is a French holding company. It is mainly active in the production of audiovisual content via Banijay, the online gambling sector through its currently jointly controlled subsidiary BEG as well as in the luxury hotel and food sectors.
- BEG is a France-based group of companies active in online gaming and in particular online sports betting, casino games, poker and horse racing. BEG is currently jointly controlled by Lov Group and Société des Bains de Mer de Monaco, a limited company organized under the law of Monaco.