Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudges the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

M.10724 - ITOCHU / UNDER ARMOUR / DOME

SECTION 1.2

Description of the concentration

The proposed concentration consists of the acquisition by ITOCHU Corporation ("Itochu") of 68.0% of the shares of Dome Corporation ("Dome") from Mr. Shuichi Yasuda. Under Armour Europe B.V. ("Under Armour Europe"), which is a 100% subsidiary of Under Armour, Inc. ("Under Armour"), will retain its current shareholding of 29.5% in Dome. Post-transaction, Dome will be jointly controlled by Itochu and Under Armour.

Itochu Corporation is a trading company active in domestic trading, import/export, and overseas trading of various products from across a wide range of industries such as textile, machinery, metals, minerals, energy, chemicals, food, general products, realty, information and communications technology, and finance, as well as business investment in Japan and overseas.

Under Armour's principal business activities are the development, marketing and distribution of branded performance apparel (sports and casual apparel), footwear and sport-related accessories for men, women and youth.

Dome sells, distributes and advertises sports apparel and sports footwear of Under Armour's brand "Under Armour" in Japan. Dome is a licensee and an exclusive distributor of Under Armour in Japan. Its business activities are geographically limited to Japan.