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M.10762 - H&F / IRI

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 7 April 2022, Hellman & Friedman Capital Partners X, L.P. and its parallel funds (collectively, “Hellman & Friedman”) announced its intention to acquire indirect sole control of Information Resources, Inc. (“IRI”) through a merger agreement of IRI with The NPD Group, L.P. (“NPD”), a portfolio company controlled by Hellman & Friedman.

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

(a) Hellman & Friedman, incorporated in the United States, is a private equity firm focused on market-leading firms with growth potential, and has investments in a variety of sectors worldwide. It has offices in San Francisco, New York and London. Its portfolio company NPD is a market research company headquartered in the United States.

(b) IRI, incorporated in the United States, is a technology, data analytics and market research company.