



EUROPEAN COMMISSION
DG Competition

***Case M.10686 - LOV GROUP /
BETCLIC EVEREST GROUP***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 10/06/2022

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EUROPEAN COMMISSION

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PUBLIC VERSION

Lov Group
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75008 Paris
France

**Subject: Case M.10686 – LOV GROUP / BETCLIC EVEREST GROUP
Commission decision pursuant to Article 6(1)(b) of Council Regulation
(EC) No 139/2004¹ and Article 57 of the Agreement on the European
Economic Area²**

Dear Sir or Madam,

1. 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 Invest ('Lov Group', France) will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Betclic Everest Group ('BEG', France), currently owned by Lov Group and Société des Bains de Mer de Monaco ('SBM', Monaco) by way of purchase of shares.³
2. The business activities of the undertakings concerned are the following:
 - Lov Group: investment firm mainly active in the production of audio-visual content, the online gambling sector through its currently jointly controlled subsidiary BEG as well as in the luxury hotel and food sectors,
 - BEG: provision of online sports betting, casino games, poker and horse racing.
3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of

¹ OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

² OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

³ Publication in the Official Journal of the European Union No C 208, 24.5.2022, p. 7.

paragraph 5(b) and 5(d) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.⁴

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of

For the Commission

(Signed)
Olivier GUERSENT
Director-General

⁴ OJ C 366, 14.12.2013, p. 5.