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## **M.10615 - BOOKING HOLDINGS / ETRAVELI GROUP**

### **SECTION 1.2**

#### **Description of the concentration**

The proposed transaction concerns the acquisition by Booking Holdings Inc. (“Booking”) of sole control of certain activities of the eTraveli Group AB (“ETG”) by way of an acquisition of ETG’s parent company, Flugo Group Holdings AB (“Flugo”), within the meaning of Article 3(1)(b) of the EU Merger Regulation. Booking will not be acquiring ETG’s MSS activities including the Flygresor brand.

Booking is a global travel company active in the supply of OTA and MSS services primarily for accommodations, whilst also providing services for flights, car rental and activities. It is a public company incorporated in the United States in the state of Delaware. Its core brands include Booking.com, Priceline, Agoda, KAYAK, Rentalcars.com and OpenTable. Booking provides services to consumers and partners in over 200 countries and territories in Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa. 1.36

ETG is an OTA headquartered in Stockholm. ETG’s business is almost exclusively focussed on the sale of flights (where it is an OTA), and ETG only makes limited accommodation and car rental sales (via white-label arrangements supplied by Booking). ETG is also active to a minimal extent in the supply of airline content distribution services, via TripStack, a business it acquired in 2019.