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## **M.11085 - FRASERS / GO SPORT**

### **SECTION 1.2**

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

The European Commission received notification of a proposed concentration pursuant to which the Frasers Group, through its subsidiary SPORTSDIRECT.COM FRANCE, contemplates the acquisition of almost all activities and assets of GO Sport Group in the retail trade of sports goods.

The Frasers Group which is already active in the retail trade market of sports goods seeks to extend its existing retail activity and to diversify its portfolio in France. The Frasers Group is also active in other retail sectors namely the retail distribution of premium and luxury goods.

GO Sport Group's core business is the retail distribution of sports goods with its main operations in France and further activities worldwide through franchisees.