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M.10860 - ADVENT / GfK

SECTION 1.2

Description of the concentration

On 11 May 2023, the Commission received notification of the proposed acquisition within the meaning of Article 3(1)(b) of Council Regulation (EC) No 139/2004 whereby, pursuant to an Equity Purchase Agreement dated 1 July 2022, AI PAVE Dutchco I B.V. (Advent Topco), which indirectly controls NielsenIQ, is proposing to acquire sole control of GfK SE by way of an acquisition of shares.

Advent Topco is established in the Netherlands. It is indirectly solely controlled by Advent, a private equity investor based in the USA.

NielsenIQ is headquartered in the USA and is active in the provision of market research services. GfK is headquartered in Germany and is also active in the provision of market research services. The Parties are active worldwide, including in the EEA, the USA and the Asia-Pacific (APAC) region.