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M.11229 – MFE-MEDIAFOREUROPE / PROSIEBENSAT1

SECTION 1.2

Description of the concentration

The EU Commission has received notification of a proposed concentration within the meaning of Article 3(1)(b) of the EUMR regarding the acquisition of de facto sole control, by way of an acquisition of voting rights, over ProSiebenSat.1 Media SE, Unterföhring, Germany (together with all affiliated entities "**P7S1**") by MFE-MEDIAFOREUROPE N.V., Amsterdam, Netherlands (together with all affiliated entities "**MFE**").

The primary business activities of the undertakings concerned are as follows:

- **MFE**: MFE is a multinational media group, which is listed on the Milan Stock Exchange, mainly active in the television industry in Italy and Spain. It operates Italian language and Spanish language Free-TV channels, radio stations and Pay-TV offer contents and it engages in business activities related to the audio-visual sector including the sale of advertising across various distribution platforms.
- **P7S 1**: P7S 1 is a German mass media and digital company that operates in three segments: (i) Entertainment, (ii) Dating & Video, and (iii) Commerce & Ventures. The Entertainment segment represents the core of the company's business with focus on the Seven. One Entertainment Group, which provides multi-platform digital media to audiences in Germany, Austria, and Switzerland. The Dating & Video segment offers a range of online matchmaking services and other social entertainment. The Commerce & Ventures segment supports young companies by offering media-for-revenue or media-for-equity partnership through P7S 1 's TV reach.