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M.11268 – GENERAL ATLANTIC / L CATTERTON / DOGMATES

SECTION 1.2

Description of the concentration

On 19 September 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of the EU Merger Regulation by which General Atlantic BX Lux, SCSp (an entity affiliated with General Atlantic Service Company, L.P. – (General Atlantic)) will acquire joint control of Dogmates Holdings Ltd (Dogmates) together with funds managed and advised by L Catterton Management Limited (together with its affiliates L Catterton) within the meaning of Article 3(1)(b) and 3(4) of the EU Merger Regulation.

General Atlantic BX Lux, SCSp is an investment holding company that is part of the General Atlantic group of investment funds (GA Group), a leading global growth private equity firm headquartered in New York, USA which provides capital and strategic support for growth companies. It was founded in 1980 as a family office for a single entrepreneur. Since that time, GA Group has grown to become a global private equity firm with capital invested by a group of wealthy families, endowments, foundations and institutions. For more than 35 years, GA Group has invested in more than 250 companies and currently has around USD 70 billion in assets under management.

L Catterton is a consumer-focused private equity company whose portfolio companies operate in the retail and restaurant business, the food and beverage business, consumer service and consumer product businesses including the production and sale of bedding, clothing and accessories, cosmetics and fragrance products. L Catterton is headquartered in Greenwich, Connecticut, USA.

Dogmates is a company headquartered in London, UK that manufactures and distributes fresh dog food on a subscription model with activities in Belgium, Ireland, Netherlands, Poland and UK.