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## **M.11244 - JD SPORTS / MARKETING INVESTMENT GROUP**

### **SECTION 4**

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

This notification (*Notification*) concerns the following undertakings:

- (a) JD Group, a UK-registered public limited company whose shares are listed on the London Stock Exchange and that is indirectly majority owned by Pentland (Pentland Group Holdings Limited), a privately held Jersey-registered company ultimately controlled by private individuals and family trusts; and
- (b) MIG, a Polish registered private joint stock company whose shares are held 60% by JD Group. JD Group exercises control over MIG jointly with the Family Trusts.

Pursuant to the proposed transaction, JD Group will acquire, within the meaning of Article 3(1), point (b) of the EUMR, sole control of MIG (*Proposed Transaction*). This concentration will be carried out pursuant to a share purchase agreement between JD Group and the Family Trusts.

The Parties are active in the retail and wholesale supply of sports goods. The Parties have overlapping activities in Bulgaria, Croatia, Czechia, Estonia, Germany, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, and Slovenia.<sup>1</sup>

With the acquisition of sole control, JD Group aims to integrate MIG more fully into the JD Group, expand JD Group's presence in Central and Eastern Europe, and position MIG for long term growth in line with JD Group's strategic goals.

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<sup>1</sup> Prior to February 2022, the Parties also had overlapping retail activities in Austria – please refer to footnote 11 and paragraph (30) below for further details.