



EUROPEAN COMMISSION
DG Competition

Case M.11303 - AGI / BNPPF / JV

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 18/12/2023

***In electronic form on the EUR-Lex website under document
number 32023M11303***



EUROPEAN COMMISSION

Brussels, 18.12.2023
C(2023) 9142 final

PUBLIC VERSION

AG Insurance NV/SA
Emile Jacqmainlaan, 53
1000 Brussels
Belgium

BNP Paribas Fortis NV/SA
Warandeborg, 3
1000 Brussels
Belgium

**Subject: Case M.11303 – AGI / BNPPF / JV
Commission decision pursuant to Article 6(1)(b) of Council Regulation
(EC) No 139/2004¹ and Article 57 of the Agreement on the European
Economic Area²**

Dear Sir or Madam,

1. On 22 November 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which AG Insurance NV/SA (“AGI”, Belgium), controlled by Ageas (Belgium), and BNP Paribas Fortis NV/SA (“BNPPF”, Belgium), controlled by BNP Paribas Group (France), will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of a newly created joint venture by way of purchase of shares.³
2. The business activities of the undertakings concerned are the following:
 - AGI is a multi-channel insurance company operating in Belgium. The company is active in life and non-life insurance (auto, fire, accident, hospitalization, civil liability and other) and supplementary pensions,
 - BNPPF provides financial services for private individuals, the self-employed, professionals, small and medium-sized enterprises, corporations and public organisations in Belgium.

¹ OJ L 24, 29.1.2004, p. 1 (the ‘Merger Regulation’). With effect from 1 December 2009, the Treaty on the Functioning of the European Union (‘TFEU’) has introduced certain changes, such as the replacement of ‘Community’ by ‘Union’ and ‘common market’ by ‘internal market’. The terminology of the TFEU will be used throughout this decision.

² OJ L 1, 3.1.1994, p. 3 (the ‘EEA Agreement’).

³ Publication in the Official Journal of the European Union, OJ C, C/2023/1269, 29.11.2023.

3. The JV will operate a digital mobility platform in the form of a used vehicle marketplace where third party vendors (car dealers, leasing companies etc.) will offer used vehicles to private customers (B2C sales).
4. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(b) of the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004.⁴
5. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Olivier GUERSENT
Director-General

⁴ OJ C 160, 5.5.2023, p. 1–10.