



EUROPEAN COMMISSION
DG Competition

Case M.11319 - EPEI / CASINO

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 05/01/2024

***In electronic form on the EUR-Lex website under document
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EUROPEAN COMMISSION

Brussels, 5.1.2024
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PUBLIC VERSION

EP Equity Investment S.à r.l.
2 Place de Paris
Luxembourg LU 2314
Luxembourg

**Subject: Case M.11319 – EPEI / CASINO
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 1 December 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which EP Equity Investment S.à r.l. ('EPEI', Luxembourg), controlled by Mr. Daniel Křetínský, will acquire, within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Casino, Guichard-Perrachon S.A. ('Casino', France), controlled by Groupe Rallye ultimately controlled by Mr. Jean Charles Naouri, by way of purchase of shares.³
2. The business activities of the undertakings concerned are the following:
 - EPEI is an investment company active in various business areas, such as food wholesale in the cash & carry format, retail sale of daily consumer goods, acquisition and management of media assets, publication of magazines, energy, infrastructure, postal and delivering services, e-commerce, wholesale and retail of electronics and other non-food products, video gaming sector,
 - Casino is a mass-market retail group active in retail sale of daily consumer goods segment through hypermarkets, supermarkets, discount stores and convenience stores in France, Brazil, and Cameroon. Casino also operates in France as an online retailer and operator of the marketplace Cdiscount focused on electronics and other non-food products.

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/2023/1477, 7.12.2023.

3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraphs 5(d) and 8(b) of the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004.⁴
4. 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.