



C/2025/3339

16.6.2025

Prior notification of a concentration
(Case M.12035 – APOLLO / DIDAVID / TRADEINN)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2025/3339)

1. On 6 June 2025, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾.

This notification concerns the following undertakings:

- Apollo Capital Management, L.P., controlled by Apollo Global Management, Inc. (together with the managed funds, 'Apollo', United States),
- Didavid Management, S.L. ('Didavid', Spain),
- Tradeinn Retail Services, S.L. ('Tradeinn', Spain), currently solely controlled by Didavid.

Apollo and Didavid will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control over Tradeinn.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

- Apollo is a global asset management company active in investment management and financial planning services for individuals and institutional investors,
- Didavid is a private limited liability company specialising in business management and the administration of financial assets.

3. The business activities of Tradeinn concern the operation of a global e-commerce platform specialising in the supply of sports goods, such as sports equipment, apparel, and footwear products.

4. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ⁽²⁾ it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

5. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.12035 – APOLLO / DIDAVID / TRADEINN

⁽¹⁾ OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

⁽²⁾ OJ C 160, 5.5.2023, p. 1.

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

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