

Prior notification of a concentration
(Case M.9429 — Sports Direct International/GAME Digital)
Candidate case for simplified procedure
(Text with EEA relevance)
(2019/C 232/08)

1. On 3 July 2019, 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:

- Sports Direct International plc ('SDI', United Kingdom),
- GAME Digital plc ('GAME', United Kingdom).

SDI acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of GAME.

The concentration is accomplished by way of public bid announced on 5 June 2019.

2. The business activities of the undertakings concerned are:

- for SDI: sporting goods retailer, which operates a diversified portfolio of sports, fitness, fashion and lifestyle brands,
- for GAME: specialist retailer of gaming consoles, games and accessories, as well as digital content and other gaming-related products.

3. 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 procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ⁽²⁾ it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation 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.9429 — Sports Direct International/GAME Digital

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

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

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

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

⁽²⁾ OJ C 366, 14.12.2013, p. 5.