

V

*(Announcements)*PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION
POLICY

EUROPEAN COMMISSION

Prior notification of a concentration**(Case M.8433 — Zalando/Bestseller United/JV)****Candidate case for simplified procedure****(Text with EEA relevance)**

(2017/C 164/03)

1. On 15 May 2017, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which Zalando SE (Germany) and Bestseller United A/S (Denmark) acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of a joint venture company, Fashiontrade.com BV (the Netherlands) by way of a capital increase in Fashiontrade.com BV after which Zalando SE and Bestseller United A/S will each hold 50 % of the share capital in the joint venture.
2. The business activities of the undertakings concerned are:
 - for Zalando SE: Zalando SE is active in the B2C (retail) sale of clothing and footwear products. On its online e-commerce platform, consumers can purchase an extensive selection of clothing and footwear from many different brands. It also sells clothing and footwear products in its online outlet shop. In addition, Zalando provides B2C e-commerce platform services and other brand solution services.
 - for Bestseller United A/S: Bestseller United A/S is an international fashion company with a range of different fashion brands. It is active in B2B (wholesale) and B2C (retail) sale of clothing and footwear products under different brands.
 - for Fashiontrade.com BV: Fashiontrade.com B.V. will be active on the market as a provider of B2B e-commerce platform services. The platform will connect fashion brands (wholesalers) with retailers.
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 this 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. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference M.8433 — Zalando/Bestseller United/JV, to the following 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.