



C/2024/3397

28.5.2024

**Prior notification of a concentration**  
**(Case M.11546 – UNICREDIT / ALPHA BANK ROMANIA)**

**Candidate case for simplified procedure**

(Text with EEA relevance)

(C/2024/3397)

1. On 17 May 2024, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup>.

This notification concerns the following undertakings:

- UniCredit S.p.A. ('UniCredit', Italy),
- Alpha Bank Romania S.A. ('Alpha Bank Romania', Romania), ultimately controlled by Alpha Services and Holdings S.A. (Greece).

UniCredit will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Alpha Bank Romania.

The concentration is accomplished by way of purchase of shares.

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

- UniCredit is an authorised credit institution and provides various banking and financial services in the European Union, such as retail and corporate banking, financial market services and other financial services,
- Alpha Bank Romania is an authorised credit institution and provides various banking and financial services in Romania, such as retail and corporate banking, financial market services and other financial services.

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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings <sup>(2)</sup> 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.11546 – UNICREDIT / ALPHA BANK ROMANIA

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:

European Commission  
Directorate-General for Competition  
Merger Registry  
1049 Bruxelles/Brussel  
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<sup>(1)</sup> OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

<sup>(2)</sup> OJ C 160, 5.5.2023, p. 1.