

10 June 2011: Retail sale of household appliances and consumer electronics

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The *Autorité de la concurrence* clears, subject to conditions, the acquisition of French *Saturn* stores' sole control by HTM (*Boulangers* stores).

> *Version française* 

The *Autorité de la concurrence* has investigated the takeover by High Tech Multicanal Group (hereafter HTM) of Media Concorde SNC. Both companies are active in the retail sale of household appliances and consumer electronics (audio/visual equipments, computer and electronic equipments, etc.).

HTM, controlled by the Mulliez family, owns many subsidiaries that operate stores under the brand names *Boulangers* and *Electro Dépôt*. The Mulliez Family controls the retail chain *Auchan* as well, that is also active on this market.

The Media Concorde SNC company operates, in France, stores under the brand name *Saturn*.

Despite the absence of competition concerns regarding the upstream supply market, the *Autorité* noted that the transaction would lead to a substantial increase in market presence of the newly formed company's stores in seven catchment areas: Aubergenville, Mulhouse, Angers, Le Havre, Toulon, Tours and Avignon.

Therefore, the *Autorité* cleared the acquisition, subject to commitments that will remedy the competition problems identified on these catchment areas.

The newly formed entity committed to divest some retail outlets

HTM committed, on the one hand to divest five *Saturn* stores in the cities of Aubergenville (Yvelines), Mulhouse (Haut-Rhin), Angers (Maine-et-Loire), Le Havre (Seine-Maritime) and Toulon (Var) and one *Boulangier* store in Tours (Indre-et-Loire), and on the other hand to abandon the project of a *Saturn* store opening in Vedène (near Avignon, in the Vaucluse).

> Consult the full text of Decision 11-DCC-87 of 10 June 2011.

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