

# 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).**

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

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