18 October: Distribution of sporting goods

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The Autorité de la concurrence clears the acquisition of Sport 2000 by Activa Capital (Atlas for Men, Look Cycle)

On 14 September 2018, Activa Capital notified the *Autorité de la concurrence* of its acquisition to acquire sole control of Sport 2000.

Parties to the transaction

Activa Capital is a portfolio management company. It controls Atlas for Men, active in the mail-order catalogues for clothes, shoes and outdoor gear and clothing, and Look Cycle, a bicycle and bicycle accessories manufacturer.

Sport 2000 is at the head of a franchise network comprised of independent stores, operated under the « Sport 2000 » brand among others, which markets sporting goods, and « Mondovélo », which markets bicycles and bicycle accessories.

The transaction is not liable to harm competition

The *Autorité de la concurrence* cleared the transaction after identifying that the new entity would hold a limited market position in the markets in question (distribution of sporting goods, bicycles and accessories).

Further, any risk of exclusion of the parties 'competitors could be ruled out, as the competitors will indeed retain numerous supply sources and sufficient outlets after the transaction.

> The text of Decision 18-DCC-169 of 18 October 2018 regarding the acquisition of sole control of Sport 2000 by Activa Capital

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