The Autorité de la concurrence clears the acquisition of Aviva France by the Aéma Group (Macif)

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On 24 June 2021, the Aéma Group notified the *Autorité de la concurrence* of its plan to acquire sole control of the insurance company Aviva France.

Parties to the transaction

The Aéma Group and Aviva France are two French insurance operators active in the non-life and personal insurance, savings and asset management markets.

The Aéma Group, which has a turnover of 8.2 billion euros, all of which is generated in France, controls, among other companies, the mutual insurance company Macif, which is mainly active in non-life insurance (notably car and home insurance).

Aviva France, which generates revenue of approximately 6 billion euros almost entirely in France, operates through several subsidiaries: Aviva Vie, Aviva Epargne Retraite, Aviva Retraite Professionnelle, UFF Banque, Aviva Assurances and Aviva Investors France.

The transaction is not likely to harm competition

The *Autorité* analysed the market power of the new entity after the transaction. Given the market share of the new entity and the large number of stakeholders in the sector involved in the transaction, the *Autorité* considered that the

transaction was not likely to harm competition.

The *Autorité* has thus unconditionally cleared the transaction.

- ***See full text of the decision 21-DCC-118 of 12 July 2021***

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