

**The Belgian Competition Authority approves the acquisition of K.A.A. Gent by Baro Projects**

On 14 July 2023, the Belgian Competition Authority (BCA) approved the acquisition of sole control of Koninklijke Atletiek Associatie Gent – Voetbalafdeling ('K.A.A. Gent') by Baro Projects.

The proposed transaction was notified on 6 July 2023 and the application of the simplified procedure was requested.

Baro Projects is a management company established in 2006 by Mr Sam(uel) Baro, who holds all shares in it. Mr Baro also controls Planet Group, KoWala Productions and two non-profit organisations.

K.A.A. Gent is a Belgian professional football club. K.A.A. Gent has two subsidiaries, KAAG Management (in liquidation since December 2022) and Horeca Foot, which runs the fanshop and is responsible for the catering activities at K.A.A. Gent's stadium.

In its decision of 14 July 2023, the BCA finds that the conditions for the application of the simplified procedure are met, that effective competition in the relevant markets is not significantly impeded and that the notified concentration does not raise any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)