

PRA GROUP INC  
Form SC 13G  
February 14, 2018

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. \_\_\_\_)

PRA Group, Inc.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

69354N106  
(CUSIP Number)

December 31, 2017  
(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
  - Rule 13d-1(c)
  - Rule 13d-1(d)
-

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1 NAMES OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
BloombergSen Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
(a)  
(b)  
SEC USE ONLY

3

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Canada

5 SOLE VOTING POWER  
2,368,755

6 NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

7 SHARED VOTING POWER  
0

8 SOLE DISPOSITIVE POWER  
2,368,755

9 SHARED DISPOSITIVE POWER  
0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
2,368,755

10 CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)  
5.2%

TYPE OF REPORTING PERSON  
(SEE INSTRUCTIONS)

12

IA

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Item(a) Name of

1. Issuer:

PRA Group,  
Inc.

(b) Address of  
Issuer's  
Principal  
Executive  
Offices:

120 Corporate  
Blvd., Suite  
100  
Norfolk, VA  
23502

Item(a) Name of

2. Persons  
Filing:

BloombergSen  
Inc.

(b) Address of  
Principal  
Business  
Office or, if  
none,  
Residence :

77 King Street  
West, Suite  
4220  
TD North  
Tower  
P.O. Box 135  
Toronto,  
Ontario  
Canada A6  
M5K

(c) Citizenship:

Canadian

(d) Title of Class  
of Securities:

Common  
Stock

(e) CUSIP  
Number:

69354N106

Item 3. If this statement is filed pursuant to Sections 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act.
  - (b)  Bank as defined in Section 3(a)(6) of the Act.
  - (c)  Insurance company as defined in Section 3(a)(19) of the Act.
  - (d)  Investment company registered under Section 8 of the Investment Company Act of 1940.
  - (e)  An investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E).
  - (f)  An employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F).
  - (g)  A parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G).
  - (h)  A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act.
  - (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940.
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(j)  A non-U.S. institution in accordance with Section 240.13d-1(b)(1) (ii)(J).

(k)  Group, in accordance with Section 240.13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with Section 240.13d-1(b)(1)(ii)(J),  
please specify the type of  
institution: \_\_\_\_\_

Item Ownership.

4.

(a) Amount Beneficially Owned:

2,368,755

(b) Percent of Class:

5.2%

(c) Number of Shares as to which the person has:

(i) sole power to vote or to direct the vote:

2,368,755

(ii) shared power to vote or direct the vote:

0

(iii) sole power to dispose or direct the disposition of:

2,368,755

(iv) shared power to dispose or to direct the disposition of:

0

Item Ownership of Five Percent or Less of a Class:

5.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:

Item Ownership of More than Five Percent on Behalf of Another Person:

6.

N/A

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Item Identification and Classification of Subsidiaries Which Acquired the Security Being Reported on by the Parent  
7. Holding Company or Control Person.

N/A

Item Identification and Classification of Members of the Group.  
8.

N/A

Item Notice of Dissolution of Group.  
9.

N/A

Item Certification:  
10.

By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

#### SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: January 22, 2018

By: /s/ Jonathan Bloomberg  
Name: Jonathan Bloomberg  
Title: Chief Executive Officer