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**COMP/M. 3942 – adidas / Reebok**

## **SECTION 1.2**

### **Description of the concentration**

adidas-Salomon AG (“adidas”) and Reebok International Ltd. (“Reebok”) have signed an Agreement and Plan of Merger, dated 2 August 2005, which provides for the acquisition by adidas of all of the issued and outstanding shares in Reebok in a transaction valued at approximately €3.1 billion.

adidas, based in Herzogenaurach, Germany, is active in the supply of sport and leisure goods, including footwear, apparel and equipment, through its core brands adidas and TaylorMade.

Reebok, based in Canton, Massachusetts, U.S.A., designs and markets sport and fitness products, including footwear, apparel and equipment. Reebok also designs and markets casual footwear and apparel for non-athletic use.