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**COMP/M.4580 - OEP / DAILYCER**

## **SECTION 1.2**

### **Description of the concentration**

OEP belonging to of J.P. Morgan Chase & Co., New York, New York, U.S.A. ("**JPMC**"), intends to indirectly acquire from Royal Wessanen N.V sole control over Dailycer BV, Dailycer France SAS, Dailycer Limited and Delicia BV (together "**WPL**").

The business activities of the undertakings concerned are:

- OEP: private equity investment company;
- JPMC: global financial services;
- WPL: manufacturing, distribution and marketing of private label cereal products and chocolate decorations.