

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

COMP/M.6280 - PROCTER & GAMBLE / TEVA

SECTION 1.2

Description of the concentration

On 26 August 2011, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 (“EUMR”) by which the Procter & Gamble Company (“Procter & Gamble”) and Teva Pharmaceuticals Industries Limited (“Teva”) propose to form a Company to which both parties will contribute their international (i.e. outside the United States, Canada and Puerto Rico) over-the-counter (“OTC”) pharmaceutical business, under the sole control of Procter & Gamble within the meaning of the EUMR.

The business activities of the undertakings concerned are as follows:

For Procter & Gamble: the manufacturing, development, distribution and marketing of household care, beauty care, health care and well being, baby and family care products.

For Teva: the development, production and marketing of generic and proprietary pharmaceutical products as well as biopharmaceuticals and active pharmaceutical ingredients.

For the Company : consumer OTC healthcare products outside of North America.

More particularly the concentration concerns several OTC products ranging from vitamins to eye care and pain relief treatments. The Parties’ activities overlap only to a limited extent in some segments of the healthcare market, in particular for cough and cold preparations, nasal preparations and laxatives.