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COMP/M.6553 - REITAN SERVICEHANDEL / R-KIOSKI / UAB IMPRESS TEVA / OÜ LEHEPUNKT

SECTION 1.2

Description of the concentration

In the proposed transaction the sellers, Sanoma Corporation, in respect of the shares in R-kioski Ltd, and Sanoma Corporation's subsidiary Pressco Trade Services (PTS) Ltd, in respect of the shares in UAB Impress Teva and OÜ Lehepunkt, sell their entire holding in R-kiosk Ltd, UAB Impress Teva and OÜ Lehepunkt to Reitan Servicehandel AS, comprising of 100% of the shares in these three target companies.

R-kioski Ltd is the largest kiosk operator in Finland with a nationwide network of 653 kiosks consisting of 394 directly-operated and 259 franchise-kiosks. The key offering segments and largest product groups of R-kioski Ltd are indulgence (confectionary, ice cream, snacks and soft drinks), entertainment (press products and DVD rental), need-based (tobacco products, alcoholic beverages, goods and groceries for home consumption), services (mobile communications, travel tickets, parcel pick up service, event tickets and pay a bill -service), deli (coffee and takeaway food), gaming (lottery, sports betting and slot machines) and gift cards.

UAB Impress Teva and OÜ Lehepunkt are small local companies conducting national press distributions in Lithuania and Estonia, respectively. The operations of UAB Impress Teva and OÜ Lehepunkt cover distribution of newsstand press products and include logistics operations of these products (picking, packing and delivery).

Reitan Servicehandel AS is a subsidiary of Reitan Handel AS, which, in turn, is a wholly owned subsidiary of Reitangruppen AS, the ultimate group parent. Reitangruppen AS is a family-owned company (Reitan family). Reitan Servicehandel AS operates retail sale in small stores and kiosks in Norway, Sweden, Denmark and Latvia. The store and kiosk brands of Reitan Servicehandel AS are 7-Eleven in Norway, Denmark and Sweden, Narvesen in Norway and Latvia as well as Pressbyrå in Sweden. Reitan Servicehandel AS, through Interpress, also operates press distribution (wholesale of magazines, newspapers and books) in Norway, Sweden, Denmark and Latvia.

Other operations of Reitangruppen AS are REMA 1000 (retail stores for daily consumer goods), Uno-X Gruppen (gas station operations; sale of kerosene, domestic oil, and energy products) and Reitan Eiendom (real estate). REMA 1000 and Uno-X Gruppen operate mainly in Norway and Denmark.