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**COMP/M. 6899 - LION CAPITAL / AVEDON CAPITAL PARTNERS / AD VAN GELOVEN HOLDING**

**SECTION 1.2**

**Description of the concentration**

Avedon Capital intends to acquire joint control with Lion Capital of Ad van Geloven. The business activities of the undertakings concerned can be described as follows:

Avedon Capital is a private equity investor, which is active internationally. The primary focus of Avedon Capital is the investment in small and medium sized companies headquartered in the Benelux or Germany.

Lion Capital is a private equity investor active worldwide. The primary focus of Lion Capital is the investment in businesses engaged in the production and/or sale of consumer-branded goods.

Ad van Geloven is a private limited company under Dutch law and active in the production and sales of mainly frozen snacks, both branded and private label, for the retail and Out-Of-Home channel.