

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.

**M.9163 — DA Agravis Machinery Holding/Konekesko Eesti/Sia Konekesko
Latvija/UAB Konekesko Lietuva**

SECTION 1.2

Description of the concentration

- (1) DA Agravis Machinery Holding A/S and Danish Agro Machinery Holding A/S, which are both part of the Danish Agro Group, have subject to merger clearance acquired Kesko Group's agrimachinery activities in Finland, Estonia, Latvia and Lithuania. These targets are acquired from Konekesko Oy, a Finnish subsidiary in the Kesko Group.
- (2) The targets themselves primarily focus on import, sale and after-sales service of agricultural machinery to end-users such as farmers and independent entre-preneurs who offer harvesting services etc. to farmers on a contractual basis and are domiciled in Finland, Estonia, Latvia and Lithuania. The acquisition of the Finnish target is structured as an asset deal with Danish Agro Machinery Holding A/S as the buyer, and the acquisition of the Baltic targets is structured as share deals with DA Agravis International Holding A/S as the buyer.
- (3) The Danish Agro Group with Danish Agro a.m.b.a. as the ultimate parent com-pany is a Danish co-operative owned by approx. 10,000 Danish farmers. The Danish Agro Group operates mainly within the sale of animal feedstuff mixes, premix and vitamin mixes, fertilizer, crop protection, seed, energy, agricultural machinery and the purchase of crops from farmers, primarily in the North Eu-ropean countries surrounding the Baltic Sea, i.e. Scandinavia, Finland, the Northern part of Germany, Poland, the Czech Republic, and the Baltic countries.
- (4) The concentration will have an impact on the national markets in Finland and Estonia for distribution of agricultural machinery that the parties have seg-mented into (i) sale of agricultural machines, (ii) sale of implements for agri-cultural machines, (iii) sale of spare parts for agricultural machines and (iv) sale of after-sales service for agricultural machines.