

***Case No COMP/M.5270 -
PARCOM /
BAKKERSLAND***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 29/08/2008

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 29/08/2008
SG-Greffe(2008) D/205278

C52008° 4766

PUBLIC VERSION

ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party:

Dear Madam(s) and/or Sir(s),

Subject: Case No COMP/M.5270 - PARCOM/ BAKKERSLAND
Notification of 24/07/2008 pursuant to Article 4 of Council Regulation (EC) No 139/2004¹
Publication in the Official Journal of the European Union No C198, 5/08/2008, page 12

1. On 24/07/2008, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Parcom Capital B.V. ("Parcom", Netherlands) controlled by ING-group acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking Bakkersland Groep B.V. ("Bakkersland", Netherlands) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for Parcom: investment company;
 - for Bakkersland: production and sale of bakery products.

¹ OJ L 24, 29.1.2004, p. 1.

3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No 139/2004 and of paragraph 5, subparagraph c of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004².
4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision only concerns the transaction as specified in the notification. In particular, it is without prejudice to the planned acquisition of Quality Bakers by Bakkersland, currently under review by the Dutch Competition Authority (file no. 6450). This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No 139/2004.

For the Commission
(Signed)
Philip LOWE
Director General

² OJ C 56, 05.3.2005, p. 32.