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COMP/M.4719 – Heidelberg Cement/ Hanson

SECTION 1.2

Description of the concentration

This notification relates to the proposed acquisition of control within the meaning of Article 3 (1) b of Regulation EC No. 139/2004 by the undertaking HeidelbergCement through the acquisition of all shares of Hanson.

The business activities of the undertakings concerned are:

- For HeidelbergCement: building materials such as cement, aggregates, ready mixed concrete, concrete products, cement additives, pavings, mortar in a variety of Member States of the EEA
- For Hanson: building materials such as aggregates, ready-mixed concrete, asphalt, concrete products, concrete blocks, clay bricks and cement additives in a variety of Member States of the EEA.

As the parties' businesses are largely complementary as regards product and geographic focuses, the transaction will not impede effective competition. As to its business rationale, the transaction will allow HeidelbergCement to compete more effectively particularly in the UK, USA and Australia.