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**COMP/M.4861 - KESA / EMH**

## **SECTION 1.2**

### **Description of the concentration**

The notified operation consists of the acquisition by KESA ELECTRICALS PLC (“Kesa”) of sole control over Electrodomésticos Menaje del Hogar, S.A. (“EMH”).

Kesa is active in the electrical retail market. In particular, Kesa sells products belonging to the white, brown and grey product segments. Kesa also provides, to a minor extent, related services (home delivery and installation, credit, extended warranties and “paid for” services). Kesa sells its products in the UK, France, the Netherlands, Belgium, the Czech Republic, Italy, Switzerland, Slovakia and Turkey.

EMH is also active in the electrical retail market. In particular, EMH sells products belonging to the white, brown and grey product segments, as well as air-conditioning machines. EMH only sells its products in Spain and Portugal. Therefore, the activities of the merging parties do not overlap geographically.